

LIFE

A black and white portrait of Rita Hayworth, looking upwards and to the right with a slight smile. She has wavy hair and is wearing a dark, low-cut dress with a large, ornate brooch at the neckline.

THE LOVE GODDESS IN AMERICA

AN ARTICLE ABOUT RITA HAYWORTH

NOVEMBER 10, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



*This label identifies the
finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASADENA, CALIF.

1. Ipana is recommended by more than twice as many dentists as any other tooth paste.
2. Ipana is used by more than twice as many dentists as any other tooth paste.

(According to a recent nationwide survey)



Product of Bristol-Myers

Ipana...for your Smile of Beauty

P.S. For correct brushing, use the **POWERS DUTY** Tooth Brush with the twist in the handle (pictured above). 1,000 dentists helped design it.

"To think I had to hear it
from a bachelor girl!"



1. What fun—for a wife-and-mom like me to visit Sue, a genuine career girl (dept. store variety) in the big city! That tiny apartment—well, it was just perfect. Everything done right. Even percale sheets on the bed!



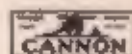
2. "This is TOO elegant!" I sighed. "Me—sleeping like an heiress on luscious percale! My budget won't allow it." Sue laughed. "Dope," she said, "these are Cannon Percale Sheets. The affordable kind. With price tags that lull even a budget!"



3. "So a bachelor girl is telling ME!" I said. Sue shrugged. "Oh, an ad writer in a store learns things. Know why these Cannon beauties feel so soft and fine? They're woven with 25% more threads than best-grade muslins! And when we say they wear, we mean WEAR!"

4. "While I'm passing out household hints," Sue went on, "you'll find that Cannon Percales weigh less than muslin. Bed-making's easier, so's laundering!" I wriggled my toes happily. "Tomorrow you can lead me to these Cannon wonders," I said. "Now—let me dream!"

P. S. Another real Cannon value: Cannon Muslin Sheets, woven of sturdy American cotton; well-made, long-wearing!



Cannon Percale Sheets

Cannon Towels • Stockings • Blankets • CANNON MILLS, INC., NEW YORK 12, N. Y.

Copyright 1949, Cannon Mills, Inc.





General Electric's finest table radio-phonograph—Delight in its *natural color tone*. Discover new beauty in familiar records played by the G-E Electronic Reproducer. Ask for Model 304.



Rise and Shine with this Wake-Up-to-Music Clock-Radio. Automatically wakes you or turns on favorite programs any time. Powerful superheterodyne radio. Accurate G-E electronic clock. Built-in antenna. Rosewood plastic—Model 60.

So light! So smart! So powerful! At home, you play it on house current—either a-c or d-c. Away, you use its long-life batteries. An ideal gift—a perfect companion for every carless hour. Model 140.



"I heard a Miracle!"

You, too, will marvel at the magic of the
G-E Electronic Reproducer

Take a favorite record—one you've played hundreds of times on other instruments. Then play it on a General Electric. Each familiar note is revealed in new beauty. Now artist and music are *alive*. This is the miracle of the exclusive G-E Electronic Reproducer that recreates all the recorded perfection against a background of velvety silence. You must *hear* to believe.

In addition, Model 302 provides standard, short-wave and FM radio; all in G-E *natural color tone*. FM brings virtual freedom from static, fading and station interference. French Provincial cabinet panelled in rare mahogany lends character to any setting. Ask your G-E dealer to demonstrate. Other models, too, to please your eye, ear and budget.

GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS
General Electric Company, Electronics Park, Syracuse, N. Y.

natural color tone radios



Master craftsman fashioned this superb French Provincial cabinet of genuine Honduras mahogany. Its de luxe radio-phonograph brings you the wonder of FM, standard, and short-wave radio, plus the most perfect record reproduction you ever heard with the G-E Electronic Reproducer. Push-button controls. 12 tubes plus rectifier and tuning indicator. Model 302.

says Margaret Whiting,
star of Capitol Records, heard on the
Franco-American Club 15 program over CBS



Speedy Suppers go over big with Swift's Brookfield



Here's a tempting, hearty meal that you can put on the table in a hurry. Golden slices of canned Hawaiian pineapple pan-fried with savory links of SWIFT'S BROOKFIELD... the sausage with the "just-right" seasoning! So mild it brings out the goodness of the fine pure pork. So tantalizing that it gives appetites a razor edge. And its high-quality proteins make this sausage not only a grand-tasting, but nutritious dinner dish.

STUFF YOUR THANKSGIVING TURKEY with SWIFT'S BROOKFIELD SAUSAGE in bulk. Recipe and directions on the 1 lb. cellophane package with the red plaid ends. Ask your dealer.

HERE'S THE RECIPE—FROM MARTHA LOGAN, SWIFT'S CHIEF HOME ECONOMIST. Pan-fry Swift's Brookfield Sausage and slices of canned pineapple. Put 2 slices together sandwich-fashion with a filling of Sweet Sour Red Cabbage, and serve topped with sausage. To fix the cabbage: Melt 2 T. fat in a saucepan. Add 4 c. shredded cabbage (1 medium-sized head); 2 medium-sized apples, chopped; $\frac{1}{4}$ c. vinegar; 1 c. hot water; $\frac{1}{2}$ t. salt and 4 T. sugar. Cook 15 minutes. Drain.



Listen to ARCHIE ANDREWS on NBC SATURDAYS, 10:30 A. M., NEW YORK TIME

See Served Hot Weight
Swift's Brookfield
Pure Pork Sausage
For Goodness Sake Keep Cold



The sausage with the
Just-right  *Seasoning!*

Also try these

SWIFT'S PREMIUM
Table-Ready MEATS
... like delicious bologna

are sure to make a hit in lunch-box sandwiches, after-school snacks, late-evening spreads.

And
SWIFT'S PREMIUM
tender FRANKS
sealed in the new cellophane wrapper to protect their goodness.



Frieda Had Plenty of Reasons for Wanting Money And Found Plenty of Ways to Get it!

Cruel poverty and mad envy drove her to sacrifice love, decency, honesty, and four husbands, for money—but was she alone to blame?

THIS SENSATIONAL NEW NOVEL

FREE

TO NEW MEMBERS OF THE LITERARY GUILD

"WOMAN OF PROPERTY"—by Mabel Seeley

SHE had to give her father every cent she earned sweeping and scrubbing—and was slapped and beaten if she uttered so much as a word of protest. Doomed to a life of poverty and hard work, ragged, unkempt, and miserable, she suddenly decided to get money—no matter how.

Styly, cleverly, she arranged to take part of her pay in clothes—most important, a decent dress and a corset! Then she brushed her unruly hair until its rich redness glistened. Almost in a twinkling, gawky, unattractive Frieda Schlempe blossomed out in irresistible adolescent beauty. The little "nobody" became decidedly a "somebody"—and she knew it.

The quickest and easiest way to get money, she reasoned, was to marry it. She trapped the man she wanted, but he escaped. In desperation she quickly fooled another into marrying her. She betrayed the girl who made success possible. She married again and again—always for money, money, money. She lied, cheated, stole—but always something happened to leave her poorer than before.

She sacrificed honesty, decency, love, and four husbands for a mess of pottage—but was she alone to blame? Read this thrilling novel about a woman you will never forget! Nearly a million people are now talking about "Woman of Property"—the most sensational and most entertaining story published in years! The publisher's edition, at retail, is priced at \$3.00 but now you can obtain your copy absolutely FREE by becoming a member of the Literary Guild Book Club as explained below.



All the board and the chattering, whisper, "Careful...." Then the whisper and again.



No wonder nearly a million people are reading this smash hit!

"Woman of Property" is the story of a "Rocky Sharp" turned into a Cinderella and then into a money-mad siren. But was she entirely to blame? She made fools of men but hadn't men made a fool of her? Yes, she betrayed women but hadn't women cast their scorn upon her? She plotted cleverly to find shortcuts to riches, but hadn't poverty enslaved her? Should she have remained an honest, content pauper or was she justified in using every means at her disposal to acquire wealth, position, property? Here is a story you will read again—the story about a woman of whom the New York Times said, "Very apt to be one of the most talked-about heroines of this season's fiction."

HOW TO SAVE UP TO 50% ON OUTSTANDING NEW BOOKS

What the Guild Does for You

It costs nothing to join the Literary Guild Book Club—the world's largest book club. There are no fees or membership dues of any kind.

Each month you will receive a copy of "Wings"—the attractive and readable book-review magazine which describes the forthcoming Guild selection.

From this description you decide whether or not you wish to receive the book selected. If not, you simply return the form provided for that purpose; otherwise, the new book will come to you automatically immediately upon publication. In this way you will not miss reading the new Club selections you want while they are brand new.

Free Bonus Books

To retain your membership in the Guild it is not necessary to accept a book each month—only four selections during the entire year. And you pay only \$2.00 (plus postage and handling) for each instead of the publisher's retail price of \$2.50 to \$3.50.

IF YOU WISH YOU MAY START YOUR SUBSCRIPTION WITH ONE OF THESE BEST-SELLERS—AT ONLY \$2.00

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By Lion Feuchtwanger
Beautiful Marie Antoinette was so much for Benjamin Franklin—and fell victim to history's most daring plot! Publisher's price, \$3.50.

PRINCE OF POKES

By Samuel Shellabarger
A touching tale of the magnificent Renaissance—and of a man and woman who shared a love greater than passion! Publisher's price, \$3.00.

MYSTERY SO STRANGE

By James Hilton
This well-paced novel tells the exciting story of what strange things can happen when love and science meet! Publisher's price, \$2.75.

THE BRIGHT PROMISE

By Richard Sherman
Here's a magnificent novel about the fabulous times we all remember—and about people you will never forget! Publisher's price, \$2.75.

In addition to these big savings, for each four Guild books you purchase you will receive, as a free bonus, a copy of one of the beautifully printed, handsomely bound "Collector's Library" volumes which sell at retail for \$5.00 each—books you will be proud to place in your permanent home library.

Free Membership Gift Book

By joining the Guild now you will no longer miss reading the NEW books you want and you will save up to 50% of the retail price. You will receive "Wings" every month to keep you informed of the best new books of all publishers; and you will receive at once, without charge, a copy of Mabel Seeley's magnificent "Woman of Property," described above.

Furthermore, as a new member you may have any one of the selections described below for only \$2.00 instead of the higher price of the publisher's edition—and each book you purchase now will count towards free bonus books!

Mail Coupon Now

In spite of greatly increased cost of book manufacture, by joining the Guild now your new membership can be accepted at once, and you will be guaranteed against any increase in price on Guild selections for a year. Send no money—but mail the coupon NOW.

MAIL THIS COUPON

FREE: "WOMAN OF PROPERTY"

Literary Guild of America, Inc., Publishers
Dept. 111M, Garden City, N. Y.

Please enroll me as a Literary Guild Book Club subscriber and send me as my first selection for \$2.00 the book I have checked below:

☐ Proud Distant
☐ Prince of Pokes

☐ Mystery So Strange
☐ The Bright Promise

With these books will come my first issue of the Brochure "Wings," telling about the forthcoming Guild selection which will be offered for \$2.00 (plus shipping charge) to members only, regardless of the price of the publisher's edition. I am to have the privilege of notifying you in advance if I do not wish to purchase any Guild selection. The purchase of Guild selections is entirely voluntary on my part. I do not have to accept a book every month—only four during the year—to fulfill my membership requirement. I am to receive a bonus book for every four Guild selections I purchase.

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Mrs. _____
Miss _____
Street and No. _____
City _____ State _____
Occupation _____
Price in Canada, \$2.20; 105 Bond St., Toronto 2, Canada

LITERARY GUILD OF AMERICA, INC., PUBLISHERS • GARDEN CITY, NEW YORK

IN BEAUTIFUL NEW ELGINS LIKE THESE YOU GET

THE DURAPOWER MAINSPRING*

eliminates 99% of watch repairs due to steel mainspring failures! It completely overcomes the commonest cause of their breaking—rust. It will not rust! And it will retain its "springiness" indefinitely for greater accuracy through the years! See, at your jeweler's, the beautiful, new star-timed Elgin Watches. They all have these miracle mainsprings . . . at no extra cost. They all have rust-proof Elginite Alloy Hairsprings, too; are factory adjusted to temperatures and to positions.

*The
most important watchmaking
development in over 200 years!*

MADE IN AMERICA BY AMERICAN CRAFTSMEN

LOOK FOR THIS SYMBOL ON THE DIAL



Lord and Lady Elgins are priced from \$65.00 to \$5000. Elgin De Luxe from \$47.50 to \$100.00. Other Elgins as low as \$29.75. All prices include Federal Tax.

Only an **ELGIN** has the DuraPower Mainspring

MADE OF "ELGILOY" METAL

None in Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time from the stars is the official time of United Air Lines.



Hear Elgin's "8 HOURS OF STARS"
—on Thanksgiving Day, Coast to Coast.

*Patent pending

Amazing Electric Shave Preparation proved in tests *by thousands*



SPREAD ON BEFORE SHAVING



GET FASTER, CLOSER SHAVES

4 OUT OF 5 USERS *Thrilled by results* **WITH NEW LIQUID DISCOVERY**

When asked 9,000 men who had written in for samples how they liked Lectric Shave, And 85%—better than 4 out of 5—were enthusiastic about this new preparation. "Gave a closer shave!" they said. "A smoother shave!" "A faster shave!" Hundreds who had given up their electric shavers started using them again—with Lectric Shave.

Lectric Shave helps you get a longer-lasting, quicker, easier shave with any shaver. Just spread a few drops on your face *before* shaving.

FASTER SHAVES! Cuts down "shaver drag"

Lectric Shave gets rid of shaver-clogging perspiration—smooths the skin to overcome "shaver drag."

You can shave faster, save precious minutes of shaving time. And it lets you shave comfortably even if your skin is dry and sensitive.

CLOSER SHAVES! Conditions face and whiskers

Lectric Shave's special emulsifying ingredients make your face and beard feel softer, help you get a closer, more even, longer-lasting shave. And you'll find it's good for your shaver's cutting head.

FREE! TRY LECTRIC SHAVE AT OUR EXPENSE

Use Lectric Shave with any electric shaver. You can get it at all toilet-goods counters, drugstores or Remington service stations at 50¢ a bottle plus tax—

enough for 80 shaves. If you prefer, we'll be glad to send you a generous sample—enough for 30 shaves—*absolutely free*. Just send your name and address to The J. B. Williams Company, Dept. LL-20, Glastonbury, Conn., U.S.A. (Offer good in U.S.A. and Canada.)



MAKES ELECTRIC SHAVING EASIER



"My first trial of Lectric Shave made me a user," writes N. D. Pratt, Washington, D. C. "I was surprised at how much closer shaving became."



"Never knew how good a shave could be until I tried Lectric Shave," reports Jack Brecker, San Francisco, Cal. "My shaving is faster, closer."



"I recommend it to anyone," says H. Lindquist, Kirkville, Mo. "I have used several kinds of shaving aids, and Lectric Shave is by far the best."



"Shaving is a breeze since I started using Lectric Shave," says Roger Griffith, Burlington, Vt. "It lets me shave closer, leaves my face feeling swell."

FROM GRIDDLE TO GRIDIRON

CALL TIME OUT, SWIVEL HIPS! LET SOME MORE AUNT JEMIMA ROOTERS INTO THIS HUGGLE! IT'S ALMOST GAME TIME!

I KNEW I SWILLED AUNT JEMIMAS COOKIN' WHEN WE PULLED IN THIS COME!

WITH A LITTLE TEAMWORK, WE CAN STILL TACKLE A STACK OR 50 BEFORE THE KICKOFF.

MIX! THIS IS ONLY MY TUGG! BESIDES, I WOULD A DESIGNED SLUT FOR ALL AUNT JEMIMAS' HOME ADVANTAGES.

DON'T LET HIS LINE STOP YOU BOYS! WE WON'T BE LATE! FACING AUNT JEMIMAS IS FASTER THAN A DEFEETER'S WHISTLE!

HEADS UP! HERE COMES THE BEST PASS YOU EVER TASTED!

AUNT JEMIMA'S COOKIN' IS THE BEST! YOU NEED THE PLATES AND PLATES!

HEY BOYS! HOW ABOUT THIS INTERFERENCE?

SHOOT! ISN'T SHE THE FINEST AND I LOVE AUNT JEMIMA PANCAKES!

**Mm-m-m...
Dey's a Happifyin'
Send-off!
Aunt Jemima
Pancakes!**

Menu

AN ECONOMIZIN', APPETIZIN' LUNCH

Vegetable Soup
Aunt Jemima Pancakes®
with Brown Sugar Syrup
Baked Apples
Coffee Milk

*Pancakes, butter and syrup cost less than twelve cents per person!

For TWICE as much pancake fun, get both kinds: the red box for pancakes and waffles, the yellow box for both—waffles!

FOREIGN LEGION

by ROBERT SHERROD

But it is not the same legion, tough, romantic, colorful, that readers of *Beau Geste* remember. The postwar legion has undergone a strange metamorphosis. For every man who has joined the outfit out of the desperation of unrequited love a score have come in to escape hunger or somebody's law. This was made plain to me recently in a restaurant in the capital city of Saigon. The legionnaire I asked about it called to a friend, "Hey, Pierre, you know of any cases of *chagrin d'amour*?" Pierre scratched his head and after a minute said, "Two."

WOMAN SIGHS



**for that distinctive
tangy flavor of
CHEEZ-IT crackers!**



*America's
largest selling
cheese cracker!*

The Secret of this
BETTER

Tomato juice cocktail?



It's a
WOW!

**MADE WITH FRENCH'S
HOT CATERPILLAR
SAUCE**

A tomato juice cocktail with a sparklet. To a glassful of tomato juice, add a little salt and pepper and a teaspoon of French's Worcestershire. A WOW of a cocktail with a delicious racy flavor!

NO BETTER WORKSMENSHIP AT ANY PRICE

More OF EVERYTHING YOU WANT...



Turn off the highway into a country lane. It's then you discover how easily Mercury absorbs the jolts and jars of rutted roads — how it always gives you a *level, floating ride*. You soar up hills without effort. Mile after mile, hour after hour, you're relaxed, comfortable.



More beauty made, too!

Yes, it's then that Mercury most amply proves its reputation for giving you *more* of everything.

more beauty, more comfort, more liveliness, and all with an economy of operation that will be a



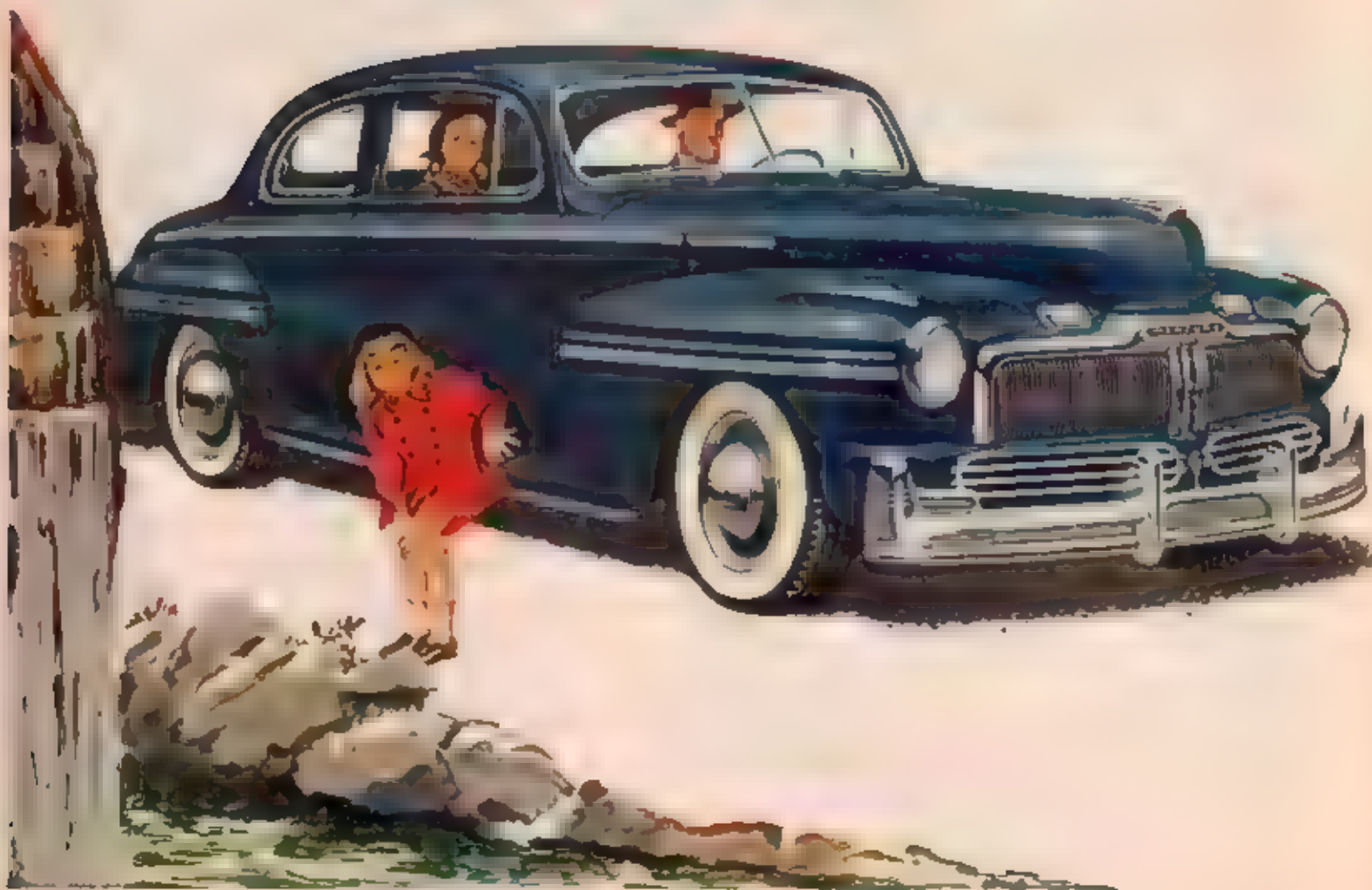
More fun to drive and own!

constant surprise. Just check your gasoline mileage on one of these drivers.

If you aren't already enjoying Mercury pleasure and satisfaction, there's only one thing to do. Get *more of everything you want*, with Mercury.

MERCURY — DIVISION OF FORD MOTOR COMPANY

WITH Mercury





• 16" x 22" (approx.) mounted. Made in Germany. In a size that fits easily.



• 2 1/2" x 3 1/2" (approx.)



• 2 1/2" x 3 1/2" (approx.)



• 2 1/2" x 3 1/2" (approx.)

For the most exciting pictures you've ever taken!

You can now take exciting color transparencies the same as famous photographers!

Load your camera with gorgeous Ansco Color film and take magnificent pictures which can create glowing centers with stunning realism. When you view your transparencies

against light, or project their vivid colors on a screen, you will have never before the flesh tones, the superb rendering of all colors!

You can have this life-like film processed quickly by returning it to your dealer, or you can develop it yourself! What's more, your dealer can

have gorgeous color prints made on Ansco Prints.

If your camera uses 35mm cartridges, 120 or 620 film, select an Ansco movie film. If it has an 8" or 16" lens, you can use Ansco Color film. Although sizes are printed, ask for Ansco Color film. Ansco, Binghamton, N. Y.

Ask for **ANSCO** color film!



HEADACHE

UPSET STOMACH
JUMPY NERVES

TAKE FAMOUS BROMO-SELTZER



RELIEF!



Millions turn to Bromo Seltzer when headache, upset stomach and jumpy nerves are all at once. Been so for many years. The reason there has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Relates jumpy nerves

— a lot of which may team up to cause trouble

Simply put teaspoonful in a glass and add water. Bromo Seltzer effervesces with the split second in a ready-to-go to work at once. Satisfaction. Use on y as directed.

Get Bromo-Seltzer at your drugstore, fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER

© 1934 The National B. S. Co., Inc., New York, N. Y.

Many who have managed to make the screening process have good reason to forget the past. At one outpost in Indo-



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNSYLVANIA
Member Pennsylvania Grade Crude Oil Association



All flowers aren't Orchids!



All adhesive bandages aren't BAND-AID*

BAND-AID IS MADE ONLY BY **Johnson & Johnson**



AND ONLY BAND-AID
GIVES YOU
JOHNSON & JOHNSON
QUALITY!

It's Johnson & Johnson quality that has earned for BAND-AID Adhesive Bandages the confidence of millions.

More families use BAND-AID Adhesive Bandages—more doctors recommend them than any other brand.

Every bandage comes to you sterile, sealed in an individual envelope. Keeps out dirt; helps prevent infection, avoid irritation. Cost? Less than a penny each!

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandages.

LIFE'S REPORTS CONTINUED

China I found a Dutch sergeant who said that he was wanted in Holland as a war criminal—he had served as a lieutenant in the German army at Stalingrad. In Tonkin there was a California boy who deserted from the U.S. Army after the invasion of North Africa. When the European war ended, many Russians joined the legion. But the Kremlin quickly negotiated with the French government for their return, and few are left. I met only one Englishman. He had been in the British army, got into trouble and joined the legion. "But now I can't stand it any longer," he said. "When my enlistment is up I'm going back to England and give myself up." If the legion discovers that a man has been a major criminal he is not allowed to carry on his deception. In one case an ex-Gestapo agent was recognized by a legionnaire who reported him. Legion investigators turned up proof of the man's past. The Nazi confessed his war crimes, was imprisoned, dismissed from the legion and turned over to civilian justice.

One reason for the scarcity of Englishmen and Americans is the discipline, which is as severe as in any white army in the world. A minor infraction brings a fine (for a dirt-flecked rifle—eight days' pay—about \$12). Heavier penalties such as long solitary confinement are the punishment for A.W.O.L. and desertion. In addition, sergeants are likely to inflict "unofficial" punishment. It was rumored that when the legionario of a camp near Saigon was found to have a dirty bed, he was forced to wash it with his tongue.

Although the enlisted personnel is entirely polyglot, nearly all the legion's officers are carefully chosen Frenchmen. Such is tall, handsome Lt. Colonel Gabriel Brunet de Saurigné, a 33-year-old St. Cyr graduate who commands the 13th Demi Brigade, in the Saigon area. Among the 100-odd officers of his outfit Colonel de Saurigné has only three foreigners (a Pole, a Yugoslav, a Czech) plus a Spaniard who exercises his privilege of taking out French citizenship after a five-year stretch.

These officers are picked for their ability to weld their outfits into a pattern in spite of the diversified backgrounds of their men. They must be able to keep morale high without being able to offer much in the way of diversion. Such frills as movies

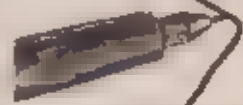


12/25/47-57-67...

Want to make a hit with a Christmas gift that will last for 20 (twenty—count 'em) Yuletides? Then give an Inkograph—one of the few pens made to write for decades...the popular pen giving fine writing service at a low price...only \$2.

The secret of Inkograph's longevity is in its point...the precisely rounded end of a thin cylindrical section...that can't bend or spread like ordinary pens but writes smoothly on any kind of paper. Stiff enough to make carbon copies, rule lines, do jobs that mimic other pens.

You can't go wrong if you give an Inkograph to every friend, relative and business associate on your list. Easy on the gift budget, too...for the Inkograph a price is set...



only \$2

INKOGRAPH

IF
**Stuffy Nose
Spoils Sleep**
TONIGHT...



Do This To Make Breathing
Easier—Invite Restful Sleep!

It's really wonderful how fast a few drops of Vicks Vapo-Rol open up nasal passages and relieve stuffy throats or congestion. Vapo-Rol's specialized medication quickly makes breathing easier and invites restful sleep. Brings fast relief from stuffy distress of head colds, too. Try it! Follow directions in the package.

VICKS
VAPO-ROL

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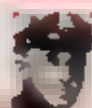
RESCUES THREE IN ICY PLUNGE

Police Car Answers Emergency Call...

When safety's a must it's Prestone!



"Police cars must not freeze. We must be safe..."



and know it!" Officer Mendenhall
GREENWICH, CONN.

America's most vital cars—the cars of police chiefs,
fire marshals, doctors, tow-car drivers—800 millions
of average motorists depend on "Prestone" anti-freeze
for protection. It's SAFE!

In your car too!

NO RUST...
NO FOAM...
NO FREEZE...
NO FAILURE...

One shot lasts all winter!

DARING rescues may play no part in your daily life. But your car plays an important part—you'd be lost if it froze up! That's why you want to give it the best winter protection you can!

Then follow the lead of the police departments, the fire marshals, the ambulance drivers—and choose "Prestone" brand anti-freeze. They can't fool with freeze-up, and you won't have to when you get this remarkable one-shot protection!

Like them, you've stopped guessing—you're SAFE, and you KNOW it! You'll put "Prestone" anti-freeze in early, and forget it all winter long. And you won't worry when weather changes sharply... you'll be sure! For the kind of safety you need... get "Prestone" anti-freeze!

The registered trade marks "Eveready" and "Prestone" designate products of National Carbon Company, Inc.

SAME PREWAR PRICE

1926... \$6.90	1933... \$7.65
1929... \$5.90	1935... \$7.70
1932... \$4.95	1939... \$2.65

1947...\$2.65 PER GALLON

**NATIONAL CARBON
COMPANY, INC.**
50 East 42nd Street
New York 17, N. Y.
ask of dealer or write
NCC, 120 West 47th Street

DCC



PRESTONE

Anti-Freeze

Land sakes! Orchids from my daughter-in-law!



ISN'T SHE sweet? You see, my Bill and his wife Sally are with me for a few days, and it all started when Sally came in as I was getting breakfast the first morning.



"CAN I HELP?" Sally asked. Then, when she saw me making Boeder's Coffee, "Goodness, what's that? Excellent coffee," I said, "All coffee, no waste. And no pot, no grounds, no waste."



SALLY BLUSHED as she saw a woman
who had been a friend of her mother's.
She was the one who had been a friend of her mother's.
We had to go to the house where we had lived
last summer. General Carter had been there.



I JUST SAID, "There's an item about your visit in today's Gazette. Don't you want to see it?" She was deep in the paper when I handed her a cup of Borden's. "Mmmm, this is GOOD!" she said. "This is *real* coffee!" "So it is," I told her. "It's Borden's. For goodness' sake," she laughed, "I thought I knew all about instant coffee . . . but I *didn't* know Borden's!" (Sally calls the flowers her bread-and-butter-and-coffee present!)

**Money back if BORDEN'S doesn't
beat your favorite coffee!***

AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

LIFE'S REPORTS **CONTINUED**

and iced drinks are almost unheard of in the life of a legionnaire. His sex life is cared for in medically inspected houses of prostitution containing half a dozen Annamite girls per battalion. But mostly his life is hard work under the scorching tropic sun.

On one day each year, however, the legionnaire is invited to raise all the hell he can. This is the anniversary of the Cameroun—the legion's holy day. Cameroun is not a place in North Africa or in Indochina but in Mexico. During Maximilian's brief tenure in Mexico, a patrol of three officers and 62 legionnaires protecting a convoy was attacked by 2,000 Mexicans. They all died, the last few survivors taking an oath on the wooden hand of their leader, Captain Danyon, that they would accept death before surrender. Captain Danyon's wooden hand is displayed at each anniversary at legion headquarters at Sidi-bel-Abbés, Algeria, by the oldest living legionnaire.

The legion in Indochina does not have a winter base, as all the other legions do. At present,

took place this year at headquarters of the Third Battalion, 13th Demi Brigade, outside Saigon. While the band played, Colonel de Sauguet inspected the rigid ranks of legionnaires. The legion's colors were presented. Medals, including one *Légion d'Honneur* were awarded. The names of the battalion's dead were read, and the Battle of Cameroise was re-enacted on the front porch of headquarters by men dressed as 1863 legionnaires. The men were invited to free drinks from 3 p.m. indefinitely into the evening. That night Saigon's restaurants were filled by police to clear a party after 9 o'clock. The legionnaires were tearing up the town. Some swaggered through the streets and were heard singing the *Horst Wessel Lied*. Others sang a nostalgic ballad called *Marie-Marguerite*, an old legion favorite.

Uran Regiment mit Helm

Meine Mutter, habe ich nie
gekannt,
Mein Vater starb schon früh
im Feld, im Feld.
Ich bin allein auf dieser Welt.

My regiment, my homeland,
I never knew my mother,
My father died young in
battle,
I'm all alone in this world.

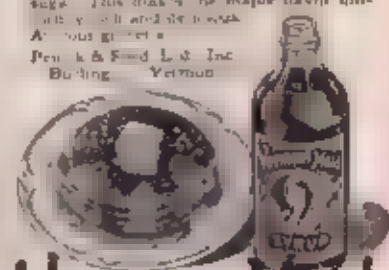


In Vermont's case, the over-front suggests because by not "let" the voters all others to take the same, the state is not "let" the voters to take the same.

**Hungry for real
maple sugar flavor?**

We can give you the stuff of second smoke or the quiet of an 18th Century sugaring off party... but we can give you the satisfaction of fresh, natural flavor.

For on Vol. 2, Page 5 up, we can all see on up page 7 at his ears, full beard like the birds with some tags. This makes the major flying unit, they allated the book.



Vermont Maid

Syrup

**"The Nicest Thing
to Serve
Your Special Guests"**



Richardson's
STIMULATED CREAMY
OLD FASHIONED
MINT



Holt Tanager

Thos. D. Richardson Co., Philadelphia 34, U.S.A.



As good for handbags as for beverage hose—KOROSEAL

THAT picture shows rougher use than your handbag will ever get—yet set it wisely it is washed, mended and new again. That's because it's made of heavy Koroseal—the exclusive B. F. Goodrich formula that stands hand wear without showing it is waterproof and so can be washed—is not porous at all—so it does not soak up oil, grease, alcohol, acids.

For the same reason, Koroseal beverage hose is better than any other hose. It is easier to clean, cleaning solutions don't harm it, and it imparts no taste, no matter what is run

through it. After years of use it will be as good as good as new—never worn.

Koroseal films and heavy sheets can be made in any color or pattern. They can be soft and flexible or raincoats, shower curtains, floor covers, linings for luggage floors, industrial tanks.

Because it is so easily washable Koroseal film makes many things practical, which were never possible before. Wires or gut wires up on street can be kept that way if it's Koroseal by an occasional wash. Smartly styled raincoats may get much

spattered but a brush or cloth makes them shine new again and the light can get rain water through can be folded in a small space at all times even when wet—yet they won't stick and crack.

Koroseal can be used alone or in any shade or form or as a thin protective coating on fabrics or paper. Besides being waterproof it resists even acids which eat glass. Grease and dirt even most stains can be washed off easily by soap and water.

To be sure you get all the advan-

tages this important development can give you, insist on the Koroseal label on every article you buy. The B. F. Goodrich Company, Akron, Ohio.

Koroseal
Trade Mark—Reg. U. S. Pat. Off.

B.F. Goodrich
COATINGS FILMS FORMS



NEW FACTS ON MIRACLE TUFT

(Second of a series)

**Holds less than a drop of water
when "wringing wet"**

50c

... pays off in springy "Eaton" brand bristles that stand ready morning noon and night to sweep your teeth sparkling clean. That's because Dr. West's exclusive waterproofing has reduced this enemy of cleansing power to the absolute minimum. This miracle brush is sealed in glass for extra protection and is guaranteed for a full year of cleansing satisfaction. Try this precision instrument today. Enjoy the amazing efficiency of the curved head that's deliberately curved two ways to reach every surface of every tooth better



IN
LUSTROUS
LEATHER...

Companions
BY RUMPP

luxury in rich leatherware
— companion pieces in
leather. In each, Rummey
craftsmen have carefully
blended sound styles,
color-rich leathers
and painstaking
workmanship.

941117

New English
 how much more
 what we can do
 to help the people
 who are suffering
 from the effects
 of the war.

COLLECTAS Post Office of
would comply with Con
various existing bonds.

Ask fish other Zupp matching water
products in leading stores look for the
Ruppert's logo

97 YEARS OF LEADERSHIP



RUMPE

C. F. Stamp & Sons, Phila., Pa.

[illegible]

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Edward H. Young	楊福生
John H. Young	楊福生
Charles Clark	克拉克

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ACTIVE ELEMENTS

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10. The following table shows the number of people who attended the concert in each of the five years from 1990 to 1994.

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DOI: 10.1002/anie.200500000

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all	p m e z	f
Saint A		p r n b s l e
Robert Gordon	l i t p o	

NOV 5 1965

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PLATE 15

Author: E-mail:

ADVERTISING DIRECTOR
STANDARD OIL CO.

oh-oh, Dry Scalp!



"...HOW CAN A MAN AS CLEVER as he be so blind about his appearance? Seems like he never combs his hair. It's so dull and dry looking. And that loose dandruff! Sure sign of Dry Scalp. I think I'll tell him about Vaseline Hair Tonic."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



WHAT AN IMPROVEMENT! His hair looks neat and well groomed now and so can yours - when you use 'Vaseline' Hair Tonic. A few drops a day make the difference. Hair looks better. Scalp feels better. Loose dandruff is checked. And there's no alcohol - or other drying ingredients - in Vaseline Hair Tonic. It's grand also with massage before every shampoo. It's double care - both scalp and hair . . . and more economical than other hair tonics, too.

Vaseline HAIR TONIC

Used by more men today than any other hair tonic



LARGE MERRY-GO-ROUND BOWL GIVEN BY THE MANS WAS DESIGNED BY AMERICAN SILVERSMITH SIDNEY WAUGH FOR STEPHEN GLASS

SPEAKING OF PICTURES...

. . . THESE ARE ELIZABETH'S WEDDING GIFTS FROM THE U.S.



GLASS PLATES GIVEN BY U.S. AMBASSADOR DOUGLAS HAVE ENGRAVED REPRODUCTIONS OF AMERICAN BIRDS PAINTED BY AUDUBON

Last week when Princess Elizabeth and her future consort, Lieut. Philip Mountbatten, began to inspect the wedding presents piling up for them in the London palaces they found in addition to numerous pairs of axion stockings, furniture from Queen Mary and a filly from the Aga Khan, the handsome engraved-glass objects shown here. Both the gay, lively-looking Merry-go-Round bowl (opposite page), which President and Mrs. Truman sent to the future Queen, and the

dozen Audubon plates (above)—the gift of Ambassador and Mrs. Douglas—are the work of Stephen Glass of New York. When they arrived Buckingham Palace announced with dignified pride that the U.S. gifts were outstanding examples of contemporary American craftsmanship and design. Similar work has long been famous in Sweden, Czechoslovakia and Japan, but with these pieces the U.S. offered dramatic proof that its artisans are making real contributions to a rich art.



Almost possible with wonderful new Benz Brushless shaver

beards
become

! 5 water

**with
new**

When flying turns become a habit, keep bats on with up to 10 lb. bear weight in water. And take on that way they almost to off your face from sheer saturation.

Whiskers were soaked, all three long!

Smooth the wonderful stuff in your wet face. Wash—and it's time for the rough only razor fighting hair off your bristles. Your beard starts taking on water faster than a summer cottage in a rainstorm. And Benzo keeps it drooped.

You can dare your brush on off!

Litton's® The strongest most spineless creature for ornies this ever ho loved. Linc's® for a blade. Keep em moist. Benex lets you breeze through shaving. And then

Brother Look at that face' .
and tell those movie stars to move
over (let Helen today)

THE RECKLESS WOMEN

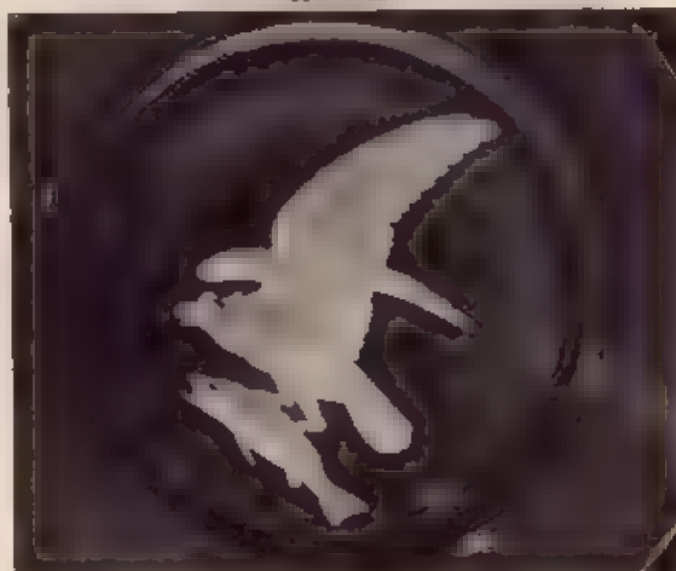


BENEX

Present use or proposed: If used:

SPEAKING OF PICTURES

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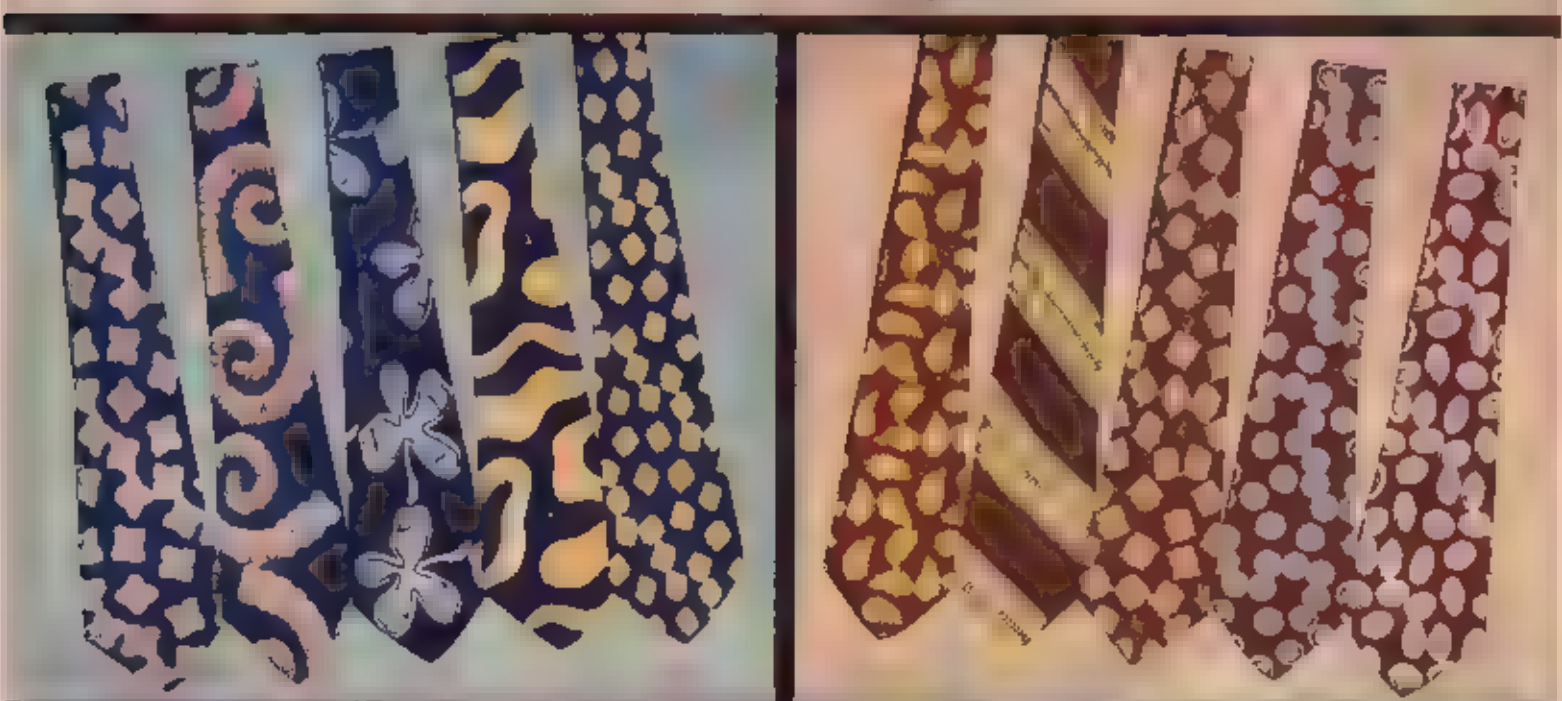
THE ARNOLD PLATE SHOWS AN OBEYLY CLIPPING A FINE

ENGRAVING WAS PAINSTAKING

The American gifts were made to the most deserving of the natives in each band. The first class gathered in the mid of a blowing rain and with the aid of the American soldiers and sailors in each band were distributed. More than half of the food and clothing were given to the first class. The second class received the remainder of the gifts. The third class received the remainder of the gifts. The fourth class received the remainder of the gifts. The fifth class received the remainder of the gifts. The sixth class received the remainder of the gifts. The seventh class received the remainder of the gifts. The eighth class received the remainder of the gifts. The ninth class received the remainder of the gifts. The tenth class received the remainder of the gifts. The eleventh class received the remainder of the gifts. The twelfth class received the remainder of the gifts. The thirteenth class received the remainder of the gifts. The fourteenth class received the remainder of the gifts. 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DETAIL OF 25 PIERCE PLATE SHOWS FINE ENGRAVING DETAILS



New Color Harmonies in Foulard Ties

\$2.50

Various new background colors adorned with designs in navy, moss grey and sand. The colorings are bright and clear because they were printed on a fine textured fabric woven of special Calumet rayon yarn. Ask for McCurrach ties at better stores everywhere.

McCURRACH ORGANIZATION, INC., DEPT. T, 111 FIFTH AVENUE, NEW YORK

ties by

McCurrach

TIEMAKERS SINCE 1877



ONLY

Sunbeam

AUTOMATIC

MIXMASTER

U.S. PAT. OFF.

has all these advantages...

Exclusive POWERFUL MOTOR

Because Mixmaster has a powerful patented governor controlled motor, the beater automatically maintains full power on all speeds at all times. The beater never varies the speed they are set for as the batter flows out or thickens up. This is why Mixmaster gives **EVERY** perfect mixing at all times.

Exclusive AUTOMATIC BEATER EJECTOR

Tilt the handle and drop beaters individually for easy cleaning. No pulling, no messy fingers.

Exclusive MIX-FINDER DIAL

You have the perfect mixing speed right at your finger tips. All the every day mixing speeds are plainly indicated. Easy to see, easy to set and absolutely right. And you know the results will have that "secret recipe" of delectable foods. **EVERY** mixing every time.

MIXES
MAKES BLENDS
WHIPS KNEADS
BEATS FOLDS
STIRS CREAMS

PORTABLE

Push trigger and lift off motor and beaters for portable use.


JUICE EXTRACTOR

You don't attach it—just set it on when needed. Squeezes all the juice quickly easily.

ENJOY THIS NEW FREEDOM FROM THE TIRING ARM-WORK OF COOKING, BAKING, GETTING MEALS

Only Sunbeam Mixmaster gives you all these special advantages you want and deserve when you buy a food mixer. So be sure the mixer you get (or the one you receive as a gift) is the original and the **ONLY** Mixmaster. There's only one by that name.

Mixmaster puts that **EXTRA** deliciousness, **EXTRA** success into every recipe. Nearly four million users are its best advertisements. That's why it's America's most popular food mixer. The supply is increasing—see your dealer.



Henny
III

Sounds WIV:SI change'n often,
an' NOT my tobacco! It doth smoke
no smoke, no sweet, no tobacco —

Country Doctor Pipe Mixture

It's the march of world's fastest,
and most elegant
telecoms



If you don't have it—write Philip Morris Inc.,
Dept. G-26, 110 Fifth Avenue, New York

KATHERINE CASSIDY

See

Ever since our class had its post-test radio machine in gym and this term I have been very interested in it. When I am the player of it, I become "Gus" in the "radio show" which Howard Hanks, New York City, has. You are always in the "show."

As a result of our work, she has pinched feet by overstepped



EDMUND RICE

humeri, protruding anteriorly from lower back depression; upper breast, rounded; upper & lower abdomens and a dorsal fin.

...and a nuclear war. But we get paid with automatic pen."

Learning Activities

References

STATE OF THE SOUTH

Судья

While I disagree with some of your statements in earlier issues, particularly, I must say that in the whole your editorial (LXX 11: 3) is a fairly accurate understanding of our situation in China.

In this matter, he stresses problems in the Negro community as a whole. That it is an economic problem and it affects, in a way, the Negro's "historic" importance with an equality underscored by Southern white men for that a brief "No" to the war between, he states the Negro has no responsibility, but they had no responsibility before the war. Then suddenly at the close of the war our Negroes were thrust forth to make their way in a highly competitive world, a world

CONTINUED ON NEXT PAGE

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To see the world
To eyewitness great events**

LIFE each week.

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SHOCK AFTER SHOCK AFTER SHOCK!
THE INFAMOUS HISTORY OF AN INFAMOUS CASE



**TOLD WITH
BULLET FORCE!**

His brutal loves!

His rackets!

His gang wars!



"THE GANGSTER"

Nothing like it since the thrill-blasted thirties!

A KING BROTHERS PRODUCTION

Starring **BARRY SULLIVAN · BELITA · LORRING** JOAN

AKIM TAMIROFF HENRY MORGAN JOHN CREANO • ELISHA COOK, Jr.

SHELDON LEONARD Produced by MARICE and FRANK KOTE - Directed by BROOKS WILEY

Screenplay by Daniel Fuchs. Also his novel "Law Camp" - An Allied Artists Production

Beauty

Beauty
Hair Cream

Aloe Vera
Glycerin
Stearic Acid
Sodium Lauryl Sulfate
Talc
Zinc Oxide
Vitamin E
Fragrance

Heard I Powers' children were quick
 to leave me at a lot of things
 in our ways of thinking, but I never
 did think of him as being a
 le. I think he was just a
 woman's son.

Just notice the rich thick consistency of Keratin Shampoo compared to any other shampoo you've ever used. You know you're *really* getting your money's worth.

Krem Shampoo whips up a luxuriant active foam even in the coldest water. It actually glamour barbes each and

And when all these words of
a girl speak up, they are
and they are a gift to the world
if you are a woman, a woman of
strong & sense & even a woman will
forever mess things away

*Not a cream shampoo
Not a harsh soap
Not a soapless shampoo
Not a drying detergent.
It's entirely different.*

FOR SHKEN-SHEEN HAIN—EASER TO ARRANGE
MADE BY THE MASTERS OF THE FAMOUS CREED HAIN TONIC

continued

[illegible]

TABLE 7 (continued)

[illegible]

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[illegible]
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 $\frac{1}{2} \log \frac{1}{1 - \rho^2}$
 $\frac{1}{2} \log \frac{1}{1 - \rho^2}$
 $\frac{1}{2} \log \frac{1}{1 - \rho^2}$

1. $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

The diagram illustrates a four-bar linkage mechanism. It consists of four links: a fixed frame (link 1), a crank (link 2), a coupler (link 3), and a follower (link 4). The joints are revolute joints. The diagram shows the mechanism in a specific configuration with labels for joints and links.

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Alanta Ga.


If your target
is glam & sexy
320's is the place to go.
Mojud won't let
you look like a man.
No more.

At 320's, it's a
guarantee.

MOJUD
the dependable
TRADE MARK

—

The
KELTON
Devon



For
exceptional
at \$20*

*MSRP. Retailer's suggested price. Actual price may vary. ©1999 Kelton Watch Co. All rights reserved.

**US
TIME**



GENERAL ELECTRIC ENDS FIVE CLEANING NUISANCES WOMEN HATE MOST!



1. TUG AND TUSSLE

Now you don't have to wear yourself to a frazzle pushing and tugging and lifting a big heavy old-fashioned vacuum cleaner.

The New De Luxe General Electric is so light weight, so perfectly balanced it almost seems to guide by itself. Control the speed to suit your needs. Push-switch time-lag motor cuts, light pickups—high for thorough weekly cleaning.



2. LEFTOVER LINT

Ever run a cleaner over a rug two, three, four times... then finally stop and pick up stubborn thread and lint by hand?

No more of that! General Electric's newly designed, fully tufted brush gets everything from surface sparks to deep-down grit—first time over. Push, slide or turn, a touch of the toe adjusts needle for perfect cleaning contact on any rug. No exclusive 6 ft. feature.



3. BAG-EMPTYING BOTHER

Many women claim the worst part of house cleaning is emptying the vacuum cleaner afterward.

Look how G. E. makes it faster, easier! Special dirt-trap keeps dirt from flying when you disconnect bag. If disengaging needle drops top is quick to empty. No need lining traps dirt from seeping through waste jar again.



4. BLIND SPOTS

Remember old-fashioned cleaners? No light to point out dust? No way to get under furniture? How different the new General Electric!

A maroon and silver beauty, with very cleaning convenience! Wide-angle spotlight. Handle that can be lowered for under-furniture clearance. A pop-out bumper. Unbreakable plug. Kinkless cord. Even a condenser to cut down radio static!




5. TINKER TROUBLE

No need for you or your husband to putter around with oil can and screw driver. Not when you own a sturdy General Electric!

The quiet powerful motor never needs oiling. It's built to run, run efficiently, for years and years—without any tinkering, fussing from you. It's the height of dependability. Perfected by the world's most experienced makers of electrical appliances.





VACUUM CLEANERS

Approved by Underwriters Laboratories, Inc.

No regrets — when you buy G-E!

You're confident of your cleaner when you know it gives you finest possible ease and efficiency. Greatest value for your money.

Get General Electric—and you'll never regret your choice. Compare it with any other leading cleaner. Your own observations will prove that it's your best buy! De Luxe model, \$44.95. Other models, from \$34.95. Ask your retailer for a demonstration.

For new work-saving booklet, "To Make Housecleaning Easy," send 10¢ in coin (no stamps accepted) to P. O. Box 1632, General Electric Company, Bridgeport 2, Conn.



GENERAL ELECTRIC

In task your cleaner, too, General Electric is a wonder buy! See the new "A" model with time-saving attachments for complete floor-to-ceiling cleaning.



Take it from Santa...
 Parker "51" is the world's most wanted gift pen



Today, Parker 51's are fairly plentiful at dealers' stores. But Christmas is approaching fast. To wait a day—a week—may change the picture. So many are seeking them eagerly—and early.

Last Christmas, 3 out of every 4 who sought this pen had to do without. To avoid disappointment, select your "51" at once.

No other writing instrument is so desired as the Parker "51" (77 surveys in 29 countries proclaim it the world's most wanted pen.)

Here is beauty and balance born of high precision craftsmanship. Choose from a wide range of points—individualized to suit every type of hand-

writing. Each starts instantly, glides tirelessly—without a skip or falter.

Parker "51" now comes in a variety of exciting gift colors. \$12.50 and \$15.00. Pencils, \$5.00 and \$7.50. Sets, \$17.50 to \$80.00. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.

NEW! Parker Superchrome Ink
 FOR THE PARKER "51" ONLY

Wholly different—created by leading scientists. Super-brilliant—super-permanent—dries as it writes. 50 opaque-bright colors. Year's supply 4 ounces—only 4 cents.



"51 writes dry with wet ink!"



Niblets Mexicorn

Dorado, ay! Rojo y verde, ay-ay! Si-ah!
Golden, yes! Red and green, yea-yea-yea!
 There you have it, señores and señoras, in Spanish and English.

Golden sweet corn kernels mixed with cubes of sweet red and green peppers and it's Niblets Brand Mexicorn.

It's a fiesta dish for every day—a colorful new version of your fine friend, Niblets Brand whole kernel corn. Always packed at the fleeting moment of perfect flavor. Always wearing the big Green Giant on the label.

Minnesota Valley Canning Company, Headquarters, Le Sueur, Minnesota. Fine Foods of Canada, Ltd., Toronto, Ontario.



Also packers of Green Giant Brand peas and Niblets Brand whole kernel corn

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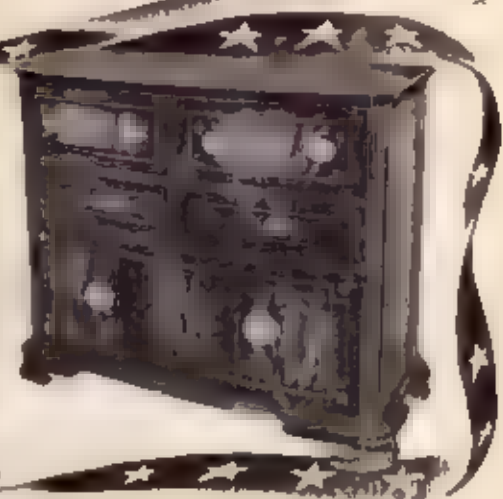
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THE USE FOR REPUBLICATION WITHIN THE U.S OF THE PICTURES PUBLISHED HEREON ORIGINATED
HEREOF OR OBTAINED FROM THE ASSOCIATED PRESS

3 Gifts to make a
★ Merrier Christmas
by Westinghouse



The One Tidy Time

... a magnificent console combination. Just for this reason, the most important reason, I must say, is that the new Automatic Room Air Change will give you the most complete protection against cold and flu.



The One Twenty-Five

... an automatic radio-phonograph with a lift-out radio cassette for the home auto sound. The lift-out radio cassette can be removed from the unit to play or listen in the home or elsewhere. The cassette is dependent upon the radio cassette for its listening pleasure. The unit is a portable unit with a built-in speaker and a built-in antenna.





The One Twenty Five

[illegible]

Home Radio Division,
Westinghouse Electric Corporation, Sandusky, Pa.



listen...and you'll buy 
Westinghouse 

Take in 7th Avenue Monday through Friday 12:45 A.M. - 6:30 A.M.C.

"Weavers of Speech"



To you, who each day
Take on anew your tasks
Along the lines that speech will go
Through city streets or far out
Upon some mountainside where you have blazed a trail
And kept it clear,
To you there comes from all who use the wires
A tribute for a job well done.

For these are not just still and idle strands
That stretch across a country vast and wide
But bearers
Of life's friendly words
And messages of high import
To people everywhere.

Not spectacular, your usual day,
Nor in the headlines
Except they be of fire, or storm, or flood
Then a grateful nation
Knows the full measure of your skill and worth.
And the fine spirit of service
Which puts truth and purpose in this honored creed -
"The message must go through."

BELL TELEPHONE SYSTEM



HIGH PRICES



AT A CONGRESSIONAL HEARING TWIN SISTERS SHOW WHAT \$14 BOUGHT IN 1938 (RIGHT) AND NOW (LEFT)

THEY WILL BE ONE OF 'CONGRESS' BIGGEST HEADACHES AS IT MEETS NOV. 17

The big news everywhere was prices. They were up again to a new record—60% over the 1939 level—which meant that the dollar was now worth about 62¢ by old standards. For the special session of Congress starting Nov. 17, President Truman had put prices even ahead of the Marshall Plan. Congressmen, whether on official investigations or just being buttonholed by voters, were studying the problem at home. They saw some dramatic demonstrations, like the one by Atlanta's LaFontaine twins (above), of the sad state of the dollar. They listened to hundreds of complaints blaming such various "villains" as the Republicans (for killing OPA), high business profits, high wages, grain speculation and the rapacity of the corner grocer.

Actually—although this was not a comforting thought and many people refused to face it—there was only one villain in the picture: the war. There was an inflation in the U.S. after the War of 1812, the Civil War and World War I. The last war, costlier than all the rest, could hardly be an exception. To pay for the war, the government in effect created new money: the amount in checking accounts and in floating currency rose from \$38.6 billion the year before the war to \$109.3 billion last July. Employment rose from 17 million

to the present 60 million; a manpower shortage set in and wages naturally went up. More people worked and made more money than ever before—and there were fewer things to buy. Postwar production, although it has tried mightily, has never been able to catch up with the demand.

Today the U.S. economy is producing 70% more steel, automobiles, radios, refrigerators and nuts and bolts than it did before the war. Its farmers are growing 40% more food. Thus the general living standard is well over prewar levels (pp. 32-33). Unfortunately this postwar boom has been accompanied by inevitable postwar inflation which has hurt some Americans (although not the organized groups of left-wing wives who have been screaming loudest). The farmer is the chief beneficiary (pp. 34-35), and the union member is next in line. But the white-collar housewife—ten has to undertake heroic measures to keep up with the grocer (pp. 36-37). To the discussions of high prices there is no answer but time. A new postwar OPA might hide some of the symptoms for a while but would only delay the cure. Closing grain exchanges might drive out a few dangerous speculators but would also drive flour manufacturers crazy. For high prices, as for most of the world's ills, there is no easy remedy.

FARMERS

+155%



FACTORY WORKERS

+29%



WHITE-COLLAR WORKERS

-1%



INVESTORS

-1%



IN SPITE OF INFLATION, MOST AMERICANS ARE BETTER OFF THAN IN '39

The photographic chart above tells the story of what has happened to various types of U. S. citizens in the postwar inflation. In the paired figures, those on the left represent the purchasing power, before taxes, of the 1939 income of the average farmer, factory worker and white-collar man. The figures on the right represent the purchasing power, before taxes, of the same average man's income in the first half of 1947. The figures for the investor contrast the purchasing power of all dividends and interest paid out in the U. S. in 1939 with the purchasing power of all dividends and interest paid out today. U. S. farm

income, which has grown from 4.5 billion in 1939 to an estimated 18 billion this year, has far outstripped the rise in cost of living. The factory worker is also ahead of the game in real dollars. The average white-collar worker is just about head to even—and it is less fortunate individuals in this class, those who have not had average raises, who really feel today's pinch. The investor, when his income taxes are paid, probably has lost most ground gained. But for Americans as a whole, purchasing power is up so much that it is harder coming halts rather than shortages that create the high prices. (cont. opposite page)

THE AMERICAN FAMILY OF FOUR EATS THIS MUCH
MORE FOOD A YEAR THAN IT DID BEFORE THE WAR

IT EATS LESS OF THESE
CHEAP OR SCARCE ITEMS



BIGGER FOOD CONSUMPTION in U.S. is shown by these stacks of groceries. The average family of four has added all the items at left to its budget since 1939, in-

cluding 20% more meat, 77% more eggs, 14% more milk. Items at right show the average family's decreased consumption of foods like shortening, butter, tea and potatoes.



FARM BELT CAMPUS at University of Kansas has been vastly changed by the new gold rush in the wheat

fields. The student jumps at it as a survival of the old days. The brand-new Buick convertible at right, owned

by a student, who junks it off himself from learning to drive, is a much commoner sight on campus these days.



A 1947 FARMER'S DAUGHTER GOES OUT ON A DATE

FARMERS HAVE REALLY CASHED IN ON PRICES

As the chart on page 32 shows, the man who has a 100-acre farm in the post-war era is a much more American than the farmer of the pre-war era. The price of wheat is up 100 percent, and the price of corn is up 100 percent. The farmer who gets a 100 percent increase in the price of his crops gets a 100 percent increase in his income. Even if the farmer's income is only 100 percent of what it was in 1947, he is still 100 percent richer than he was in 1947. The farmer who gets a 100 percent increase in the price of his crops gets a 100 percent increase in his income. Even if the farmer's income is only 100 percent of what it was in 1947, he is still 100 percent richer than he was in 1947. The farmer who gets a 100 percent increase in the price of his crops gets a 100 percent increase in his income. Even if the farmer's income is only 100 percent of what it was in 1947, he is still 100 percent richer than he was in 1947.



SMALL-TOWN BANK (top) from business at Kansas wheat (bottom) come to town on Saturday morning. This

bank, one of two in the area, equals in Garden City, Mo., 6,250, now has deposits totaling more than \$7,500,000.



STUDENT FARMER Kenneth Richardson sits among some of his wealth. He first bought the combine at rear

and another just like it. Then he recruited a crew of his fraternity brothers from the Alpha Tau Omega house and

hired the wheat harvest last summer from Oklahoma to Canada. The vacation profits paid for his automobile.



CAREFUL SHOPPING by Mrs. Williams starts with a search through grocery advertisements (above). Below, she proudly displays the result of one of her weekly trips to

the stores. \$12.50 worth of purchases which will feed her family of four the next seven days. The wrapped packages in foreground contain the cheapest available cuts of meat.



High Prices CONTINUED



MRS. WILLIAMS SCANS SHOP WINDOW FOR BARGAINS

THIS IS HOW ONE FAMILY EATS ON \$12.50 A WEEK

If all American housewives had the spirit and ingenuity of the woman on this page—Mrs. Harrison Williams of Atlanta, Ga.—inflation would be less of a swear word. Mrs. Williams, wife of a high school teacher, allows herself \$12.50 a week for food. Her groceries cost a nickel. On this \$12.50, she manages to feed her family of four. Her 14-year-old sons and even the army at opposite poles. The job takes considerable doing. Mrs. Williams is an expert student of grocery ads and shop windows (above). She has herself to thank for getting a week's worth of groceries for 12.50 cents against a family of six week's appetite. She serves a meat and vegetable dinner, its hot evening entrees (such as meat loaf, hamburgers and chili). Yet she manages to serve two desserts only and still, for this week, make a party (below). When a corner bed her budget (an Atlanta Journal recently took photographs of her groceries) she offered to help if they could get to work on a plan that any family could eat so cheaply. But Mrs. Williams, at 194, is one of the Battle of the Budget, carries money out.



COOKIE BAKING for a Parent-Teacher Association party at the twins' school also comes out of the budget.

THE WILLIAMSES' SMALL FOOD BUDGET
INCLUDES SQUARE MEALS FOR THE CAT



THE METHODISTS

THEIR HISTORY, VIRTUES, WEAKNESSES AND EVEN THEOLOGY ARE A KEY TO UNDERSTANDING AMERICA

As a natural consequence of America's new power in the world, there is a new interest (both abroad and at home) in the study of American history, the American character and the nature of American civilization. While no royal road leads to mastery of this subject, a beginner could do worse than to study the Methodist church. As the essay on page 113 shows, Methodism is the largest Protestant sect in a predominantly Protestant nation. In many ways it is our most characteristic church. It is short on theology, long on good works, brilliantly organized, primarily middle-class, frequently lightened, inexorably optimistic, zealous, missionary and touchingly confident of the essential goodness of the man next door. It exhibits all the chief American faults and virtues and has done so for 170 years. Methodism's role in America may well suggest the coming pattern of America's impact on the rest of the world.

Think and Let Think

John Wesley and George Whitefield held opposite views on the 18th Century's hottest theological controversy, predestination. But this did not prevent Wesley from working with Whitefield for the glory of God; he agreed to "think and let think." The important question to Wesley and to all Methodists since is not the state of the head but the state of the heart. This proved the ideal formula for Christianizing the hard-living, short-lived people who opened the U.S. frontier.

De Toqueville, who called religion "the first of [America's] political institutions"—meaning the most indispensable—discovered that the Easterners who evangelized the West had patriotic as well as religious motives. One Easterner told him, "It is our interest that the new states should be religious, in order that they may permit us to remain free." The American of the 1830's understood the connection instinctively. He knew, in De Toqueville's phrase, that "Despotism may govern without faith, but liberty cannot."

In the wake of the pioneer and circuit rider came the small town (p. 119). Here, and on the surrounding farms, most U.S. Methodists still live. And here most U.S. congressmen are still elected or defeated. The church prescribed the social atmosphere of these Methodist towns, and many a fugitive knows how stifling it can be. In Herbert Ashbury's case even the lotto deck was locked up on Sunday, and cigaret smoking "ranked with adultery, just ahead of murder and theft." As the camp meetings and revivals lost their pristine holy savor, Methodist energy turned to public morals and practical politics. One result was prohibition and the Methodist-touristed Anti-Saloon League, whose boss, Wayne B. Wheeler, was the most powerful single lobbyist ever to dictate to Congress.

This era, which also saw ministers in the Ku Klux Klan, was the Gettysburg of Protestant bigotry. "Wheelerism" died with Wheeler, and although the Methodist war on "King Alcohol" goes on, the preferred weapon nowadays is Christian education. Methodists are nothing if not practical. They have changed with the country, and their crusades have more diffuse targets than of yore. At present these crusades

are peace, the social gospel and Protestant unity. All are being conducted in typically Methodist—therefore characteristically American—fashion.

The movement toward church unity, for example, is one which has cost non-Methodist theologians and ecclesiastical experts a great deal of mental sweat. But the Methodist way is to skip such "legalism" and to concentrate on practical interdenominational cooperation, notably through the Federal Council of Churches, whose first president was a Methodist. At the same time the Methodist preacher E. Stanley Jones, a modern circuit rider on a global scale, is carrying the message of church unity direct to laymen of all churches. Tireless preaching, skillful organizing, enthusiastic publicity—if these can win Christian unity from sectarian chaos, the Methodists will deserve the greatest credit. But if it requires intellectual subtlety and theological precision, some other sect will have to do that.

Similarly with their social gospel and desire for peace; the Methodists can be counted on more for zeal than definition. Methodists are sworn foes of poverty no less than of profligacy, and many a Methodist minister has "Christian Socialist" economic views which sometimes slip over into an uncritical softness toward Russia. The Methodists, to be sure, are not the only Protestant church to bear the cross of "two traveling." If they have their Dr. Harry Ward, the Baptists have their Louis Newton, the Episcopalians their W. H. Meluh and so on. To some extent this softness toward Russia is an expression of Christian pacifism. (The Methodist General Conference supported the U.S. war against Hitler by only one vote.) But it is also accompanied by an interesting recrudescence of anti-Catholic feeling—a tendency to "support" the Vatican for whatever necessities foreign policy the Protestant ministers don't like. Thus anyone who thinks of a U.S. holy war against atheist Russia need not look for leadership to the Methodists. On doctrinal questions of that kind they are much more likely to skip the point.

Yes

The main characteristic of the American Methodist, despite his occasional prejudices, is his friendliness, optimism and practicality. His creed is as innocent of fatalism as any creed in the world. The Methodist hell, especially as described by the early revivalists, is a grim place; but no one need go there who has not perversely and voluntarily sinned against known laws. Salvation is free, if you feel it you've got it, it is both personal and communal, not unlike American jazz. Evil? Evil is as objective as hunger, as visible as a saloon, and will yield to direct attack. The Methodist is a yes-sayer. His favorite word is "vitality"; it is the touchstone of his faith.

The vulnerable point of American Methodism is the vulnerable point of American civilization; its truth is perhaps too closely related to outward signs of health. It sustains men well in fellowship, but is less sustaining to the lonely hero, mystic, martyr or artist. Its truth can clear the world's slums as it cleared the American wilderness, but without guaranteeing that what replaces them will be less drab. And the

strong point of Methodism is also an American strength, since the condition of men everywhere so obviously needs improvement, let us lend our God-given skill and energy, singing, to the job.

It is easy to belittle the amplified theology of the Methodists, just as it is easy to belabor the materialism of American life. But the Methodist creed and the American credo have one thing in common which goes very deep indeed, and which sets both apart from older faiths and cultures, including the European. Europe's faith, as a recent essay by W. H. Auden puts it, involves the proposition that virtue is prior to liberty; you must do and think right, by free choice if possible, but in any case you must do and think right. The American proposition is that liberty is prior to virtue: it is better to choose wrong than to have right chosen for you, since freedom of choice "is the human prerequisite without which virtue and vice have no meaning."

A Gospel of Freedom

John Wesley held the latter view. "Opinion is not religion," he said, "not even right opinion." His doctrinal tolerance came from his overriding attachment to freedom of choice. This attachment, embedded in the U.S. Constitution, has grown common among all Protestant sects; they still evangelize each other from time to time, but they really believe in each other's right to existence. Indeed Protestants are now leading "the interfaith approach"—i.e., collaboration with Moslems, Buddhists and other heathen.

If this daring gospel of freedom seems to invite the dilution of their own faith, the Methodists have always taken that chance. Their reliance is on the essential goodness of every human heart. And if this reliance proves misplaced, it is a very American failing. In religion at least we are so full of naive and trusting people. Although we cannot understand and institutionalize our prejudices our restraint is not as we go about the world is to be good. As in De Toqueville's day, the connection between religion and patriotism in the U.S. is still a close one.

More important than what we do, however, is the proviso and assumption of all we do, namely, that good can come only from the free choice and effort of free men. Those who fear our impact should read it in this Methodist light. We are incapable of imposing our beliefs on others, because if others do not choose them freely they are not beliefs. Freedom means a great deal more than free enterprise to an American. It is the underpinning of everything we know.

PICTURE OF THE WEEK: ➡

Passengers aboard airliners bound for New York City on Oct. 31 got a nasty shock: La Guardia Field had disappeared. The immense hangars, the Administration Building and two runways were visible, but elsewhere there was only a choppy sea dotted with stranded airplanes and riddled by driftwood. Some 30 flights were diverted to Newark and 78 more were canceled. Next day, the break in weather that had sent Long Island Sound rolling over the field subsided and La Guardia re-emerged.

A NORTHEASTER SWEEPS ACROSS LONG ISLAND SOUND
AND TURNS LA GUARDIA FIELD INTO A CHOPPY SEA



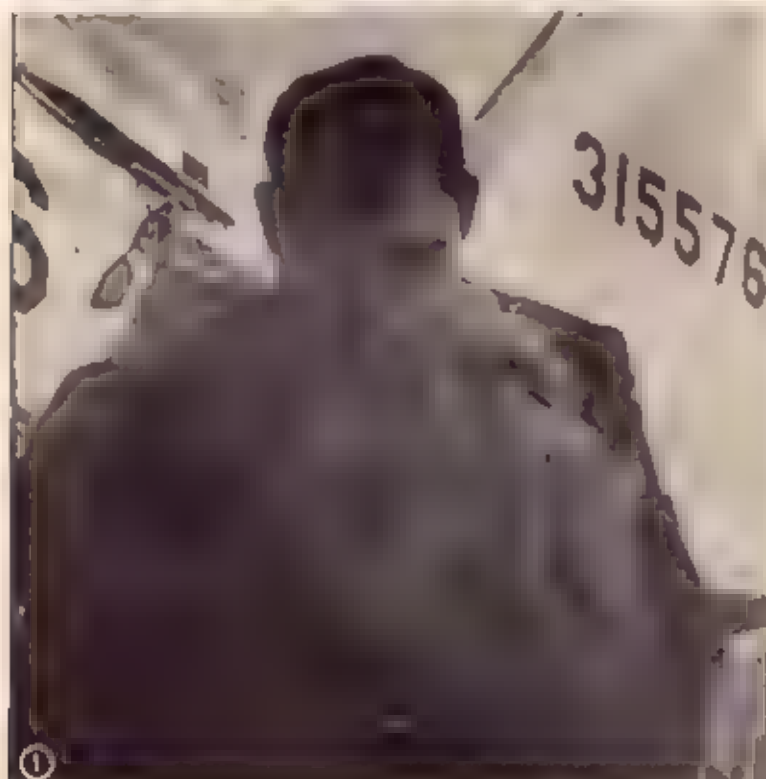


AT THE AIR SHOW THE GOVERNOR DRAPES HIS FEET COMFORTABLY OVER RAIL

"KISSIN' JIM'S"

Alabama's Governor Folsom attends Texas festival

Of all the 48 U. S. governors none is so fond of relaxation as 'Big Jim' Folsom of Alabama. Since his election last year constituents have cheered with noisy wonderment and embarrassment his ability to shed gubernatorial dignity at the pop of a cork on the appearance of a pretty female. In September when the embassiest of men of state L. B. J. asked him to be guest of honor at a three-day celebration aimed 'Arday in Texas,' Big Jim was right in character when he added to his acceptance: 'Tell Governor Jester that I want a date with the prettiest girl in Texas.' Governor Jester's slightly chaste retorted: 'Let him and I'll only say as 'Sweetheart of the University of Texas,' as Big Jim's official date and that night awaited its big moment. It came shortly after noon. On 2 o'clock a carrier was sent to the sky and it led to a stop at the airport. When Big Jim ordered: 'relax I leg it in the plane' he missed the steps and tumbled into the arms of John Van Cleave, director of



FIRST KISS GOES TO MISS LYNN McCLAIN, WHO WAS THIS YEAR'S MISS TEXAS



ANOTHER KISS IS AWARDED DRUM MAJORETTE WHO PASSED TOO NEAR HIS BOX

VIRGINIA STEPHENS GETS A BIG KISS ON CHEEK AND BIG HAND ON HER BACK



BETTY JO KNOX PERCHES ON THE GOVERNOR'S LAP FOR PECK ON THE NECK



BUSY WEEKEND

and every pretty girl in sight knows he is there

the celebration. Big Jim's "home date" was not an evidence, but honey-haired Layla McEllen was Miss McEllen's quick-to-an-herse-taken in the governor's massive arms. *per se* centers her to hanging amiably. Four on a on-cowk and ne-misses after K. sta Jim's age 25 is. But the Air Day comm- ite has less fun. "I'll. About to power the past up the open ing-his vank had party for at least a n at a press ing. One of his swa- is head 6-10. He arrived during the ment, v-ers- t an- ditorial dinner. Tased-ko hies at at the speakers, and a- n- a- m-ies after a- t-ep a steak from a table near- e- a. At 9:30 that evening, a big- n- e- a- he was scheduled to appear at the airport as- s- p- e- a- heart- out- s- t- A. Day- and- are mem- bers had- g- e- a- s- t- a- n- w- t- a- p- a- s- s- e- t- a- w- a- k- e- t- a- n- a- s- e- a- d- s- e- e- p- . Now- m- e- t- e- g- j- o- n- b- e- e- s- a- s- e- p- a- r- e- . Big Jim topped his breakfast with a bottle of beer. "Only thing better than beer," he fondly considers, "is whisky."



AT BEAUTY CONTEST WHICH HE ALMOST MISSED, HE IS "ADVISER" TO JUDGES



IN THE BACK SEAT OF THE OFFICIAL CAR MISS TEXAS RECEIVES ANOTHER GUESS

LONG EMBRACE IS "REWARD" FOR MISS BROWNSVILLE AT THE BEAUTY CONTEST



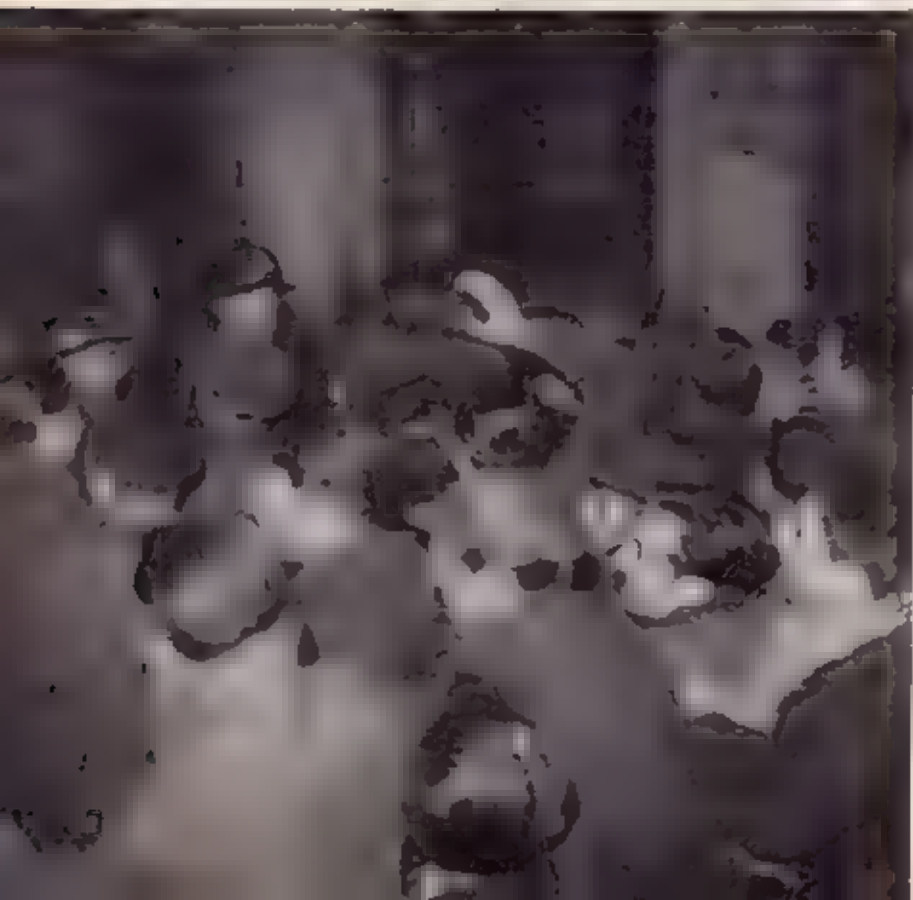
A FATHERLY KISS ON THE BROW BRINGS FRIENDLY LAUGH FROM MISS HOUSTON

FINALLY, ON LAST DAY, GOVERNOR KISSES HIS INTENDED DATE, DEL BRADFORD





COMMUNIST ORATOR Victor Court of Paris's hard St. Denis mounts a lamp-post, close across the street, on April 11th, urging his "comrades" to "go to Soviet Union." Behind him, his followers march as line of grim-faced guards standing at entrance to meeting place.



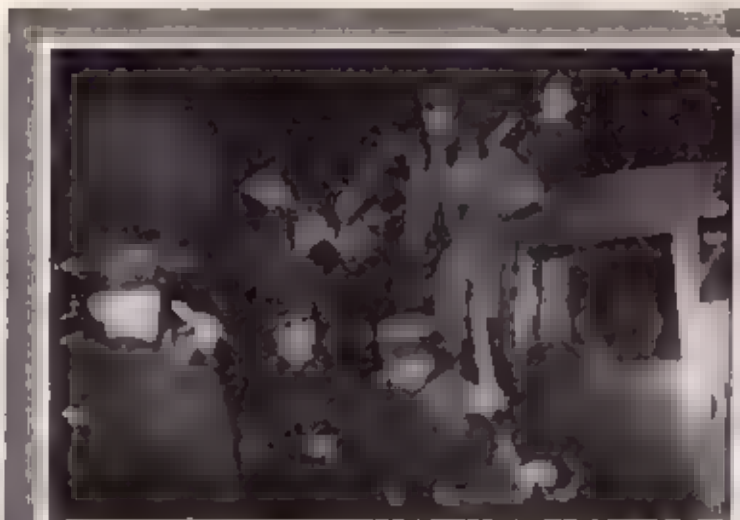
AS SINGING, SHOUTING CROWDS PRESS FORWARD, POLICE IN CAPS ARE

FRENCH COMMUNISTS

Reds and police clash in a savage street riot

The vague, revolutionary promise of action at the barricades became an ominous reality in Paris last week. Singing the *Internationale* and shouting "Long to the U.S.S.R.," some 15,000 French Communists fought their way through wooden barricades, clambered right up to police lines and Communist meetings in the Salle Wagram. They were met by armed Communist and regular members of the Garde Mobile (police). In the hours of rioting that followed more than 300 persons, 15 of whom policemen were included.

No one fled a riot, but for a few frightened hours France was not a mockery because, though one or two rifles, its from civil war. Although



CAMERAMEN ARE CLUBBED by angry police when they try vainly to photograph the riot from a vantage point on top of a vehicle.



AIDED BY HELMETED FORCES OF PARIS' FAMED TOUGH GARDE MOBILE

AT THE BARRICADES

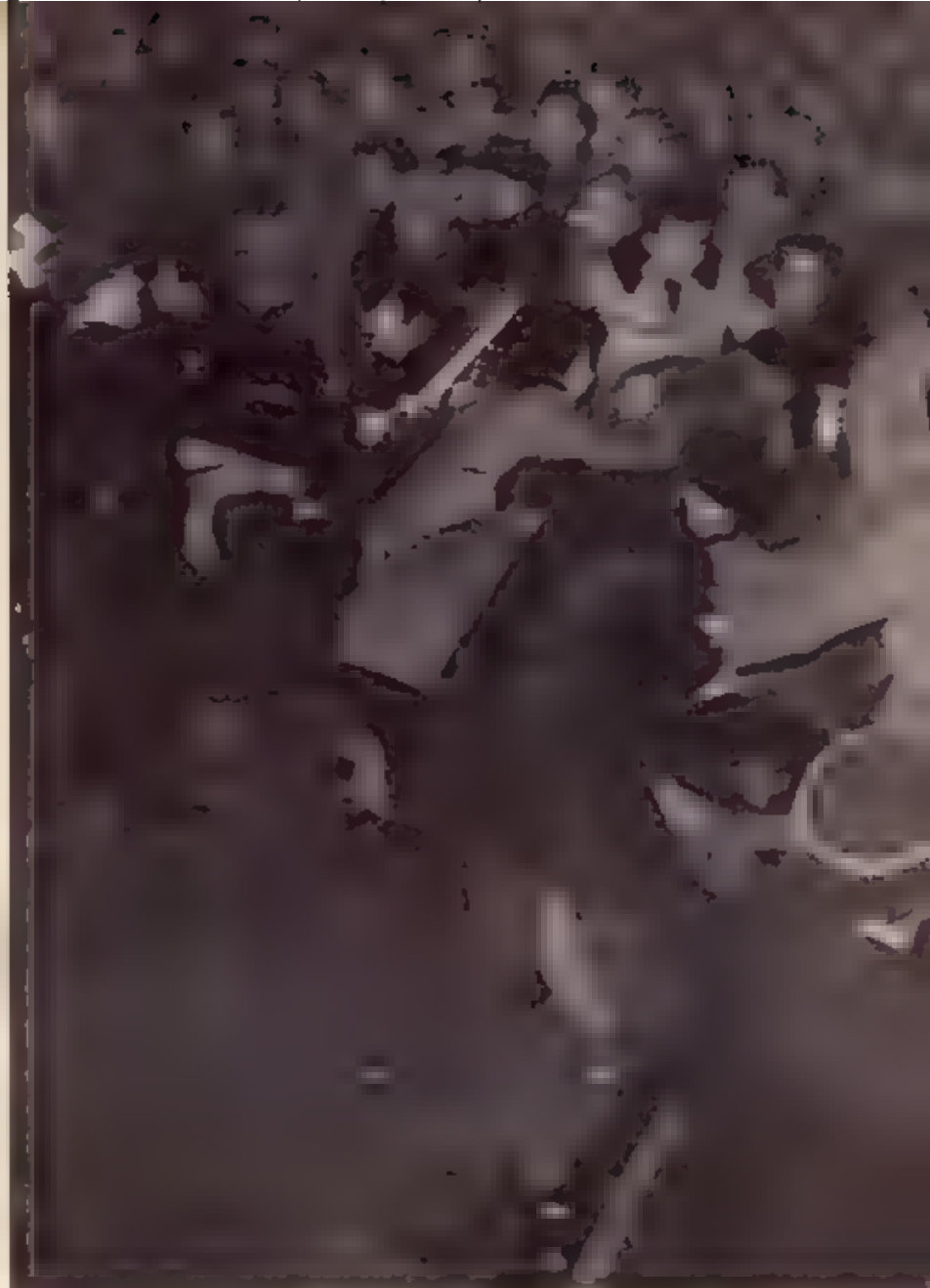
as France drifts dangerously toward civil war

A Sunday Red meeting that provoked the Communist march was not acknowledged by Communist leaders. The situation in the streets is reflected as recent successes at the polls. It is a moment of growing Communist influence, but the Gaullist victory is a challenge to a more passive posture.

The French Assembly President Ramadier, his government lapsing, says there are men who work here in the two camps. But I say that will mean civil war and the end of France. It might well mean civil war. But the main agreement between the Gaullist and the Communist was their opposition to Ramadier's mantle of the old regime.



CAMERAMEN COMPARE WOUNDS after being struck by bullets. Charles Meunier (second from left) newspaper photographer was hit twice.



A WOMAN IS HIT on the head (above) by a policeman during the riot. Below, a man falls and gets up as Communists break up the line and try to escape. They also fought with paving blocks and iron girders ripped from nearby parks. The police used tear gas but not their guns.





FAKE ACCIDENT PICTURE, POSED FOR ARTICLE, "THE MISSOURI GOING MAD AT THE WHEEL" HAD BODIES STREWED ON ROADSIDE, CAR WITH LICENSE NUMBER 161-615

↶ FUNNY STUNT: UNFUNNY SEQUEL →

The vibrant display of humanity above was carefully arranged last month in the courts of *Shimane*, a student-run magazine of the University of Missouri. The editors were pretending a supposedly funny article about "the menace of convertibles" and a supposedly hilarious stunt picture to be "not over." Some drivers are it time to have a mess.

For the stunt the editors asked a Baltimore, Md. journalism student named Frank Lammie for some help. Lammie got a big laugh out of the idea,

goofily helped distribute the corpses for the picture. He also carried his own convertible and posed as the driver.

One week later Lammie was again at the wheel of his car, driving along a highway eight miles from the campus. Suddenly the car "knocked" his shoulder and toppled down an embankment. Lammie was thrown clear, but he suffered six broken ribs, a broken shoulder, a punctured right lung and a completely shattered sense of humor.



REAL ACCIDENT PICTURE was taken a week later when police found same car with kid's corpse inside



NOT LONG AGO the American homemaker discovered a most unusual package at her grocer's. This new product—Apple PYEQUICK—contains both the pastry

and the apple slices, and makes it easy to turn out perfect apple pies in less than half the usual mixing time. For once that old saying, "Easy as pie," makes sense.

Who says jobs don't grow on trees?

You are looking at a job growing on a tree. It's called the Apple PYEQUICK.

The new time-saving way to make apples. The PYEQUICK was developed by the Apple Growers of Washington and the PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company.

It's a new way to make apples. The PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company.

The PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company.

and services of farmers and other suppliers.

The PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company. The PYEQUICK was developed by the PYEQUICK company.

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True to Tradition

RICH, HEARTY FLAVOR is a tradition with Paul Jones. Its unvarying excellence has made this whiskey a favorite down through the years. And Paul Jones is still made in the slow, old-fashioned way—to give your drinks a traditionally fine flavor!

*Fine Blended Whiskey 86 Proof 72½% grain neutral spirits.
Famous! Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL .. FOR FLAVOR!



AMONG BACK-ROW SPECTATORS, HOLLYWOOD'S GLAMOUR GROUP STRAINS FOR A BETTER VIEW. FROM LEFT ARE KAYE, JUNE HAVOC, BOGART, BAGALL (CONTINUED)

THE MOVIE HEARING ENDS

Result: 10 contempt charges, countless autographs

The House Un-American Affairs Committee's investigation of Hollywood (LIFE, Nov. 3) came to sudden adjournment last week in a great burst of big names and vast confusion. The big names were provided by a group of movie stars, headed by Humphrey Bogart and his wife Lauren Bacall, called the Hollywood Committee for the First Amendment. They descended on Washington by plane, breathlessly watched the hearings (above), signed innumerable autographs and told everybody who would listen (p. 48) that they thought the Thomas committee was violating civil rights. The confusion was epitomized by 10 producers and writers, including \$100,000-a-year men Dalton Trembo and John Howard Lawson (p. 50), whom the committee accused of carrying Communist party cards. Each of the two was asked point-blank if he was a Communist. Each evaded the question with a great show of indignation and statement-reading. Each in turn was cited for contempt and ordered off the stand. Their aim: a Supreme Court ruling on the right of a congressional committee to make a Communist identify himself as such.



AT LOS ANGELES AIRPORT WELL-WISHERS WATCH THE GLAMOUR GROUP DEPART



In the time it takes to
slap cream on your face...

(In an instant, right in the cup...)

You can make a cup of
rich, full-bodied coffee...

(You never tasted finer, richer coffee)



that can't keep you awake!

(It can't, even though you're affected by
caffeine! It's 97% caffeine-free!)

new



**INSTANT SANKA
COFFEE** { All coffee
Real coffee
Finest coffee

The only instant coffee that's caffeine-free!

Drink it and sleep!

A Product
of

Movie Hearing continues



PETITION TO CONGRESS, first thing a political pressure group needs,
is drawn up by the five-wed pulchritude Richard Cooze, Bogart and Barall.



PRESS CONFERENCE, next step in routine, is held by Bogart with Wash-
ington Correspondent May Craig. Bogart admitted: "As politicians we stink."



AUTOGRAPHS, a somewhat unusual step in matters of state but the one
which Washington audience liked best, are handed out by Actor John Garfield.

CONTINUED ON PAGE 20



1. Pigeon Pete, the Puritan, brings in the Statler's line.
He cries, "I've dodged this Lohan since Sister Twenty-Four,
But when Thanksgiving rolls around we take our yearly rest
And celebrate at Statler, where you really are a guest."



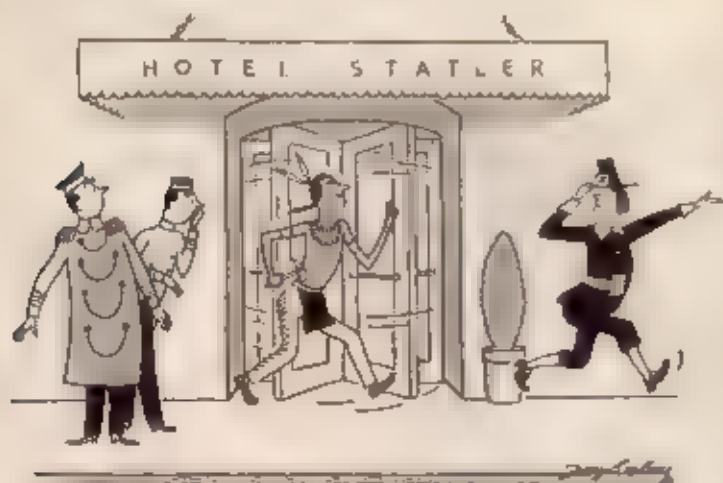
2. The Statler's line are also a swell, the chef's get my blessing.
I am, 'round the pumpkin pie, for look at the mess of
The Statler's line, sure was good, and I ate the Pigeon's grilling.
The Indian supper mattered, I guess, excuse me, I'm beginning."



3. "You natives know the trick," said Pete, "and making it worth being
Each year I find the Statler's line, so we rest Thanksgiving
For, and you know, in spring and more, more, a slumber deep.
Tight, tight, remarks the Indian, "shot up, I want to sleep."



4. Let us give the Statler's line a bit, and making Pigeon Pete
And thanks for fishes of water, but let keep me now, my nest,
And thanks for sticks of smoke, for me, this is for lots of me."
Tight, said the red man, "my turn now, I hope, I hope, I hope!"



5. How handy for the businessman is Statler's spot, said Pete.
We business district, shows, and shows, just stand down the street.
But here comes Tomahawk again, I must be running now.
It was a swell Thanksgiving!" And the red man cried, "AND HOW!"



• DETROIT • BOSTON • BUFFALO • CLEVELAND
• PITTSBURGH • ST. LOUIS • WASHINGTON

STATLER HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip. Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!

THIS IS WHAT VISITING STARS SAW



LAST WORDS are heard at a dinner given by Walter Dill Scott to the visiting stars. The group includes (left to right) George C. Scott, Walter Dill Scott, and other guests.



LOOSE TROUSERS are put tight on Walter Dill Scott by a group of visiting stars. The group includes (left to right) George C. Scott, Walter Dill Scott, and other guests.



SMOKE SCREEN is thrown up by a group of German-born Walter Dill Scott. The group includes (left to right) George C. Scott, Walter Dill Scott, and other guests.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★
A SPECIAL PREPARATION
FOR SHAVING

★
NO BRUSH

Modern life demands at least 1 man in 7 shave every day yet daily shaving often causes razor scrapes, irritation. To help men solve this problem we perfected Glider—a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send for your name and address with ten cents and we'll mail you a guest-size tube enough for three full weeks. The J. R. Williams Co., Dept. 10, 150 Madison Ave., New York 17, N. Y. Canada: J. R. Williams Co., Ltd., 100 King St. W., Toronto 1, Canada only.

Ernest A. Hullburt
PRESIDENT



Frank Medico pipes have the replaceable filter that

- ◆ absorbs juices
- ◆ collects flakes and slugs
- ◆ reduces tongue bite

Only these patented filters have the 66 baffles that whirl smoke cleaner and cooler into your mouth. Replace filter when discolored.

Frank Medico V.F.Q. (Very Fine Quality) bowls of rich-grained beauty. Wide variety of shapes. With 10 filters.

Frank Medico Standard Quality, still

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VAT 69

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There's *magic* in the Weather Eye!



This is you driving a Nash—in *any weather!*

No coats, no gloves. Yet you are as cozy as though you were sitting at home.

Windows are closed to the top. Yet the air you enjoy is sparkling fresh and clean—changed every second without a whisper of a draft. The smoke of your cigar mysteriously disappears. No stuffy air, no foggy windshield, no danger of monoxide fumes! And no matter how cold it gets, the temperature inside a Nash remains the same—*automatically*.

In buzzards, in rain-storms, in dust-storms, in *all* weather—the Nash Weather-Eye Conditioned Air System guards your comfort and health. It was in-

vented by Nash, perfected by Nash—and you won't find it in any other car at any price.

And it is only one of the amazing, incredible engineering features that you find in a Nash "600." More than 25 miles on a gallon of gas, at average highway speed! Larger interiors... single unit body and frame, welded rattle-proof construction... the cradled ride of coil springs on all four wheels!

In any type of driving, in any kind of weather, you'll see the difference in a Nash. There's a new kind of automobility dealer in America today. There's where you'll find the great new Nash "600" and Nash Ambassador.




Product of Nash research and engineering, new door-to-door body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body welded into a single steel-gutted unit, it is lighter and measurably stronger. 8000 spot welds eliminate noise-making joints.

You'll BE AHEAD WITH **Nash** GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit



 The peachiest peaches
you ever fed your man!

HAND PICKED

in sun-drenched California orchards.
Rushed while juicy and juicy to Hunt's
nearby canning kitchens.

HEAVY SYRUP

yes, Hunt's peaches are packed *only* in heavy
sugar syrup. Ummm. What flavor that brings out! Yet
your grocer sells both halves and slices at popular price.

JUST TASTE 'EM

Chilled for breakfast or dessert. For "com-
pany" serve Hunt's peaches with ice cream. Or make
a heavenly peach cobbler, upside-down cake, pie, or
tarts. Say, Hunt's are the peachiest peaches served
any way. Look for the Hunt red label.

Hunt-for the best

in peaches and other fruits: Pears, Apricots,
Fruit Salad, Fruit Cocktail, Cherries, Berries.





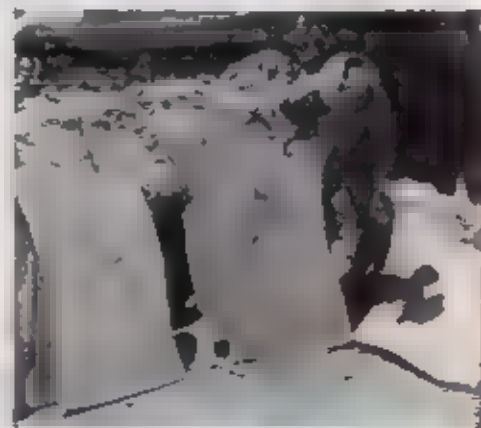
SKELETONS OF THREE PREHISTORIC LAKE FISH THAT LOOK VERY MUCH LIKE THE PRESENT-DAY SUNFISH ARE FOUND IMBEDDED IN SHALE IN THE WYOMING HILLS

WYOMING'S FOSSIL FISH

Like a sentimental girl pressing a rose in a book of poetry, the great inland lakes left their traces pressed in rock when they subsided from the American continent an estimated 40 million years ago. Some of these traces can still be seen in the hills of Wyoming, Utah, Idaho and Nevada, where fossil fish, the skeletonized remains of marine life, are firmly imprinted on the shale.

The fish, seized away by nature, were carried upward as the Rocky Mountains rose, until now some of the fossils are 7,000 feet above sea level. In Wyoming's hills there are especially good remains of the ancient fish (gobies). Near the town

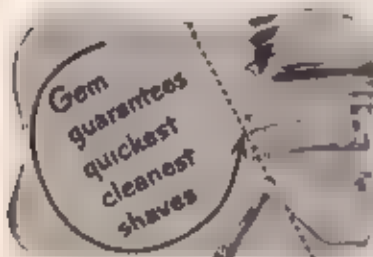
of Fossil, not far from U. S. Highway 30, they are unneeded in hundreds of slabs of rocks strewn among the houses. Getting them out, however, requires some skill in breaking up the rocks. The slabs must first be split in half (right) by a wedge, like opening an oyster shell. Then sharp knives and specially designed tools are used to uncover the fossil. To the tourist who sees them exhibited on the roadside, the fish skeletons make attractive patterns. But to geologists and economists worried about America's fast dwindling oil stocks they are considerably more interesting. For where fish fossils are found oil is frequently found too.



ROCK SLAB, split in half, contains the specimen of prehistoric fish which looked like the modern pickerel.



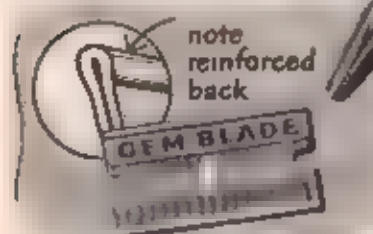
even when you're in a whirl...



1. Lame? Gotta rush? Gotta shave fast? Man, you'd appreciate a Gem. For Gem fits your one best shaving angle—*instantly—automatically!*



2. Simply shave with Gem's Guiding Eye flat against your face. Blade automatically sets for your best, cleanest, most comfortable shaves.



3. Blade changing a cinch, too! Turn Gem open! Turn it closed! Use Gem Single-Edge Blades, or...



4. Gem 2-Edge Reversibles with 2—yes, two—keen, close numbered edges! Either style 5 for 25¢

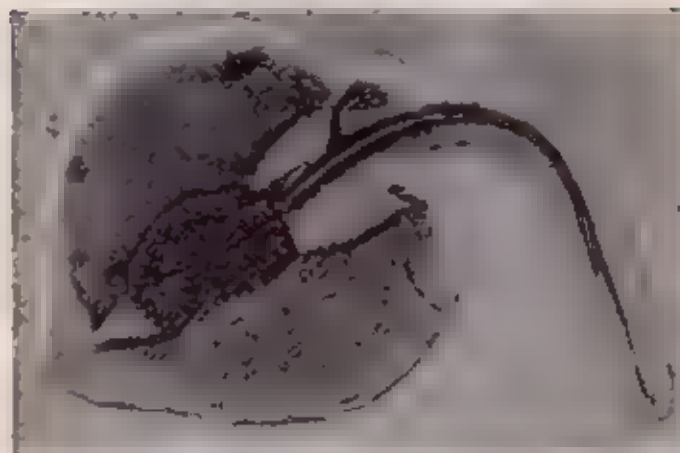
REMEMBER Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or **MONEY BACK!**



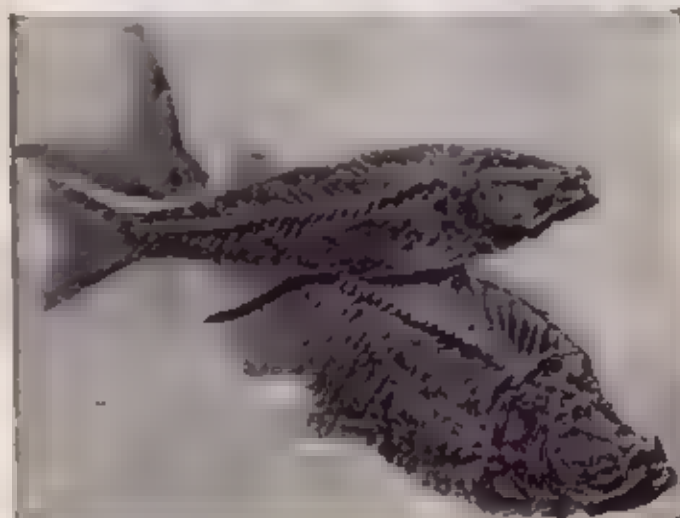
Avoid '5 o'clock shadow' with GEM

Gem Div., American Safety Razor Corp., Brooklyn 1, N.Y. Price adjusted in Canada

Wyoming's Fossil Fish CONTINUED



STING RAY which lived in ancient lakes is now only an imprint in a rock. Its tail shape is very similar to that of its present-day salt water cousin.



HERRING (bottom) with very heavy scales was found imbedded in a porphyritic rock when quarried out of a big block of mountain stone by one miner.



PICKEREL-LIKE FISH appeared to live like an eel, up position when it was discovered. Good fossil specimens are not rare but require proper handling.



BASS-LIKE FISH, which was only a couple of feet long in prehistoric times, has modern descendants which live in tropical waters and weigh 400 pounds.

important as soap and water...



necessary as a toothbrush...



essential as personal cleanliness...



clean smelling air in your home!



kills

all indoor odors

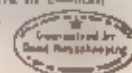
essential every day for:

- 1 cooking odors
- 2 stale smoke
- 3 airless bathrooms
- 4 bedrooms
- 5 children's nurseries
- 6 sickrooms
- 7 musty closets
- 8 living rooms

air-wick, the little bottle with the magic wick, kills all unpleasant indoor odors... makes indoor air country-fresh. You can cook cabbage, onions or fish with no risk of offending when **air-wick** stands guard in the kitchen. In your living room, **air-wick** banishes the odor of stale cigar, pipe and cigarette smoke. It keeps the bathroom fresh always — and freshens bedrooms and nurseries. There is no fuss or bother — nothing to burn — nothing to spray. Simply unscrew the bottle and pull up the wick. **air-wick** contains more than 125 compounds as found in nature as well as **chlorophyll**, the amazing green substance found in plants. It has no unpleasant or medicinal odor and it cannot be duplicated.

Be sure to ask for **air-wick** by name. More than 14 million bottles have already been sold.

air-wick deodorizer and household freshener is fully protected by U.S. Patent, a trademark of Escental Brothers Inc., New York 1, New York. Tune in "Monday Morning Headlines" Sunday coast-to-coast ABC network, 6:15-6:30 p.m., EDT, following Drew Pearson.



New miracle lotion a beauty treatment for your whole hand!



1. SOFTENS CUTICLE
because New Hinds is enriched with wonder working lanolin - helps avoid unsightly ragged edges - keeps your manicures lovelier longer!

2. "SATINIZES" PALMS
because New Hinds helps protect them from work roughness - soothes and helps soften calluses - yet never feels sticky!

3. BEAUTIFIES SKIN
because New Hinds has special "skin-affinity" ingredients - makes hands feel softer instantly - gives longer-lasting protection!

4. SMOOTHS KNUCKLES
because New Hinds contains effective emollients that absorb... "work into" roughened knuckles - soothing and smoothing miraculously!

MORE EFFECTIVE! New Hinds Honey and Almond Fragrance Cream makes your "whole hand" feel softer - gives longer-lasting protection whatever the weather... whatever your work.

USE NEW HINDS to soothe elbows, face, arms and legs - and as a powder base, too! Now in the new more-for-your-money Beauty Bottle for dressing-table glamour. Four sizes at toilet goods counters, 10¢ to 1.00.

Now in NEW Beauty Bottle



Hinds

Honey and Almond
Fragrance Cream



COPTIC PRIEST wears the traditional white head covering. Most Coptic priests are celibate. Coptic Christians were a minority in the isolated country until the 1930s.



PALM LEAF UMBRELLAS provide shade for people in the hot sun. The umbrellas are made of palm leaves and are a traditional part of Ethiopian dress.



YOUNG SOLDIERS learn an honor from a British army officer. The British army of Ethiopia is currently being expanded by incorporation of 11,000 recruits.

ETHIOPIA CONTINUED



MODERN BUILDING The new Parliament Building is an example of new Ethiopian architecture. The building was designed by a French architect.



HERO'S TOMB commemorates Emperor Menelik II, who was crowned Emperor of Ethiopia in 1908. He was the first emperor to rule over the entire country.



AMERICAN MOVIES draw our children to Ethiopia, even today. Here, a young boy is seen in a movie theater.



NATIVE HUT—many of the people who live in them. The changing roofs are thatched with grass. In some places, the huts are built on stilts. The huts are built by the African people.



IMPERIAL PALACES—Aden's palace is the scene of September New Year's festival. The palace is the scene of the festival. The palace is the scene of the festival.



NATIVE ORCHESTRA play in theater school in Aden, Aden. The large drum is called a *mazhar*. Ethiopian music usually sounds much louder to Westerners.



DOCTOR'S DAUGHTER—Lee Martin uses wooden sticks to make a doll. The girl is a doctor's daughter. The girl is a doctor's daughter.



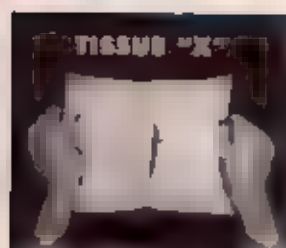
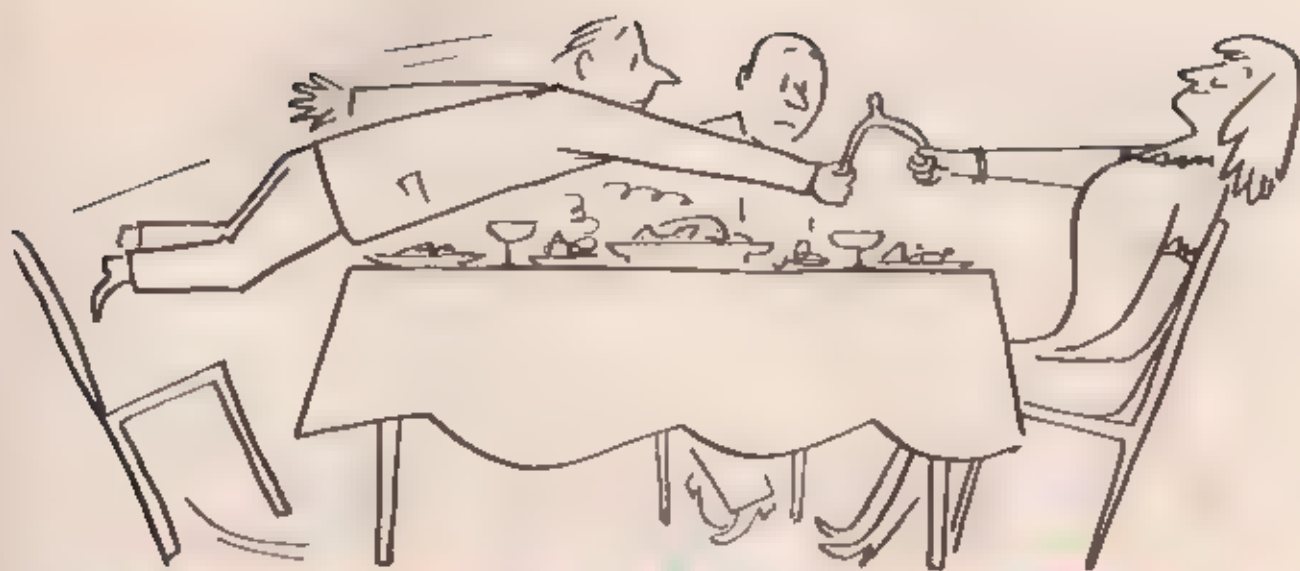
TECHNICAL SCHOOL—Aden's school is a technical school. The school is a technical school. The school is a technical school.



YOUNG CHILDREN get free education in Aden. The children are young. The children are young. The children are young.



MOSLEM WOMEN wear Ethiopia's most colorful costumes. Largely because of Christian influence they often discard the cautious Moslem veil. Baskets such as those hanging on walls (center) are made by every bride during a customary three-months honeymoon following her marriage. During her time she has to do no housework.



Strong in *both* directions? YES, indeed! YES is the new tender-touch Tissue that's *extra-strong* and *so absorbent*, too! A combination that you'll cheer in time of run-away nose . . . *snore* . . . and quick face-refreshers! Other features: *stark white* YES picks up fast and comes out fully open from the new wide-opening box. Flat box shape makes for easy carry-up, convenient storage in a drawer. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.

STRETCH IT AND SEE!

Tissue "X," like many tissues, tests strong in one direction only. YES Tissue proves strong both ways. Stronger, absorbent YES can take it!





AT THE MARTIN BECK theater, where a Cornell opening this month will attract a select audience, first daughter Mrs. Helen (Harriet) Swope Jr. wears a Cartierle blue satin dress and a single stole.

WINTER SEASON

**New York society opens
it in blaze of fashion**

This month marks the opening of the New York social season, a period of hectic months when, as it is said at New Year's, "the 60 and 65-year-olds picked a series of society events, traditionally beginning with the National Horse Show at Madison Square Garden and including the Junior Assembly, the opening of the Metropolitan Opera and countless first nights, balls, parties and dinners." Some of the younger society women who will be prominent in the winter season appear on these pages, photographed against the mode of the various events and dressed in the kind of luxurious and elegant clothes in which they will be seen.

Their clothes are made to order by custom tailors who combine in their conservative versions of the current trends and expressions of the purchaser's personality. Custom to make and buy these gowns is a tradition, an acknowledgment of the superb craftsmanship and sewing that remain sturdy and handsome for several seasons.

AT THE "MET" Mrs. Michael Phipps, wife of the 17-year-old millionaire real estate heir, is one of the partygoers. She is wearing a pink satin and tulle evening gown designed by Harrie Carmichael. Mrs. Phipps was born in Indiana and is one of the most popular young society matrons.

AT THE "GARDEN," where he has entered his sister, Winston George, in the National Horse Show, Mrs. Winston F. C. Gages wears a black and silver evening dress and a velvet and silver fox stole, made by Bergdorf Goodman. Her polo-playing husband is a cousin of Winston Churchill.





Have

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HER

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Most men about to buy a diamond ring just haven't the time to seek firsthand information about their purchase from cutters, cleavers, color graders and other virtuosi of the lapidary art.

If you're such a man, you'll be wise to ask for an Art-Carved ring. Then you'll benefit from dependable, expert knowledge of diamond color, clarity, and cutting perfection . . . for every diamond in a genuine Art-Carved ring was selected and cut by Art-Carved diamond-cutters, then brought direct to you in hand-carved rings of original design. Every

Art-Carved ring is recorded for your protection, and guaranteed by America's oldest and largest ringmaker.

Your jeweler will respect your judgment when you ask to see "Art-Carved" in the ring, on the tag. And she'll rejoice at your taste . . . for the distinctive beauty of Art-Carved rings has made them first with brides for almost one hundred years.

FREE! A postcard will bring you your copy of the helpful, informative booklet "How to Select Your Diamond Ring." Write today to J. E. Wood & Sons, Inc. Dept. L R, 218 E. 45 St., New York 17, New York.

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LOVED BY BRIDES FOR ALMOST A HUNDRED YEARS (1896-1947)

FASHIONS CONTINUED



IN RITZ CATHYTON BALLROOM scene of many an important ball. The "Lucky" Keweenaw women's circle is seated in the front row of the orchestra. The "Lucky" Miss "Lucky" is seated in the front row of the orchestra. The "Lucky" Miss "Lucky" is seated in the front row of the orchestra.



AT COLONY restaurant where New York society gathers day after day to gaze at hats and to lunch. Gene Tierney in severe and elaborate wear. Insurance to conservative designs of the old and modern world which were made to order at Bergdorf Goodman.

"SAY! NOW YOU'RE REALLY MAKING

COFFEE!



Want to surprise your husband with the most wonderful tasting coffee he ever drank? Coffee with all the delicious flavor and the satisfying goodness he could ever want? Then try Nescafé* today! It has a rich, full-bodied flavor that can't be matched. And you get perfect coffee every time—exactly as you want it—when you want it—made instantly!

Here's the secret: Only Nescafé has a secret patented way to brew *extra-flavored* coffee from the choicest coffee and to seal in the flavor! Yes, in making Nescafé we brew fine pure coffee and carbohydrates to seal in the flavor, then powder it for your convenience. The flavor stays true and fresh until the instant you release it in the cup!


So fast... so easy... and so good! No wonder Nescafé is such an instant success. You just put a teaspoonful in a cup and add hot water. That's all! Instantly you have the most delicious cup of coffee you ever tasted. Nescafé costs you only about 1¢ a cup—and there's no waste, because you make exactly the number of cups you serve!

That's why more people drink **NESCAFÉ** than any other instant coffee!



THE **FLAVOR** CAN'T BE MATCHED BECAUSE
ONLY NESCAFÉ HAS THE **SECRET**

*Nescafé (pronounced NES-CARAY) is the exclusive registered trade mark of Nestlé's Milk Products, Inc., to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates—dextrose, maltose and dextrose—added solely to preserve the flavor.

TUNE IN The Paul Whiteman Club—2:30-4:30 P. M. Eastern Time  Monday through Friday over your local ABC station



You'll be dollars ahead with the washer that's years ahead!

That's right. You can figure it out for yourself. This is one luxury which is also an economy. In ten years a million Bendix Washers have proved it in a million homes.

The Bendix washes clothes so clean, yet saves so much on hot water, on soap, and on your clothes budget that it's actually more economical than an old-fashioned, hard-work washer . . . and costs as much as \$90 less than the new unproved automatics.

The Bendix does the work you don't! It pre-soaks, washes, rinses three times, and damp-drys the clothes. Set the dial at "Wash," put in the soap, and you're through.

Save gallons of hot water, use 1/3 as much soap! Yes, compared to an ordinary washer, the Bendix is lots thriftier with hot water, and on soap alone—you can save up to \$10 a year! And the Bendix sticks to the better-washing principle of fresh clean suds for

every load of clothes. Only "Tumble Action" makes such economy possible.

Save money on your clothes budget. No other method does such a thorough washing job so gently. Just the way you wash your daintiest garments by hand, the Bendix tumbles clothes in and out of rich suds—hundreds of times—to loosen and flush away even the downiest dirt.

Save aching backs, save tired arms, save colds. There's no lifting and straining with a Bendix—just push clothes into the convenient, basket-level port hole. Just tumble them back in the basket when clean. No slumping around in wet basements. No trips to mop. Bendix Home Appliances, Inc., South Bend 24, Indiana. Dealers throughout the United States and in Canada and Mexico.

See the new Bendix Dish and Bendix Tumbler.



BENDIX automatic Washer



Find out for yourself before you buy. Ask your neighbor about her Bendix. Then see one in action in your nearest dealer's store. Compare its efficiency and economy with any other washer at any price.



CHEVALIER PLAYS A MOVIE PRODUCER WITH AN EYE FOR PRETTY GIRLS

MOVIE OF THE WEEK:

Man About Town

French comedy has Chevalier as an aging wolf

Maurice Chevalier has not made a movie for 12 years, but after seeing *Man About Town* he still seems to be the most charming man in the world. Reverting to the screen at all, Chevalier plays a graying Parisian who produces silent movies for a living and chases pretty girls for fun. At last, when he finds the One Girl who falls in love with a younger man. After a brief struggle, age defers philosophically to youth, and Chevalier resumes his present-day love with the next girl he sets eyes on.

Man About Town is much like a Mark Bennett farce: the two lovers play it straight and everybody else is a comedian. Some scenes (p. 71) are just lively slapstick, but as a whole *Man About Town* is performed so deftly and with such gaiety that it makes most U.S. comedies seem colder than Martinis. To solve the problem of translation, which hurts most French films at the box office, RKO has an ingenue who relays the subtitles. Instead, Chevalier's voice occasionally interrupts the sound track to explain in English what is going on.



RENE CLAIR, writer-director of the movie, talks to Chevalier. Clair is a comedy genius; make *Le Million* in French and *Ghost Goes West* in English.



MAURICE CHEVALIER wears in the film a debonair derby made for George V in Paris in 1900s. The king never picked it up; Chevalier, too, has remained debonair over the years.

Of America's Leading Cigarette

one

OUTSTANDING



"Man About Town" CONTINUED



CHEVALIER FALLS for an upspring young actress, Marcelle Derrien. She reminds him of her mother, an old flame, so Chevalier agrees to come to her camp and reunite again. He gives the girl a job and thanks her proposing.



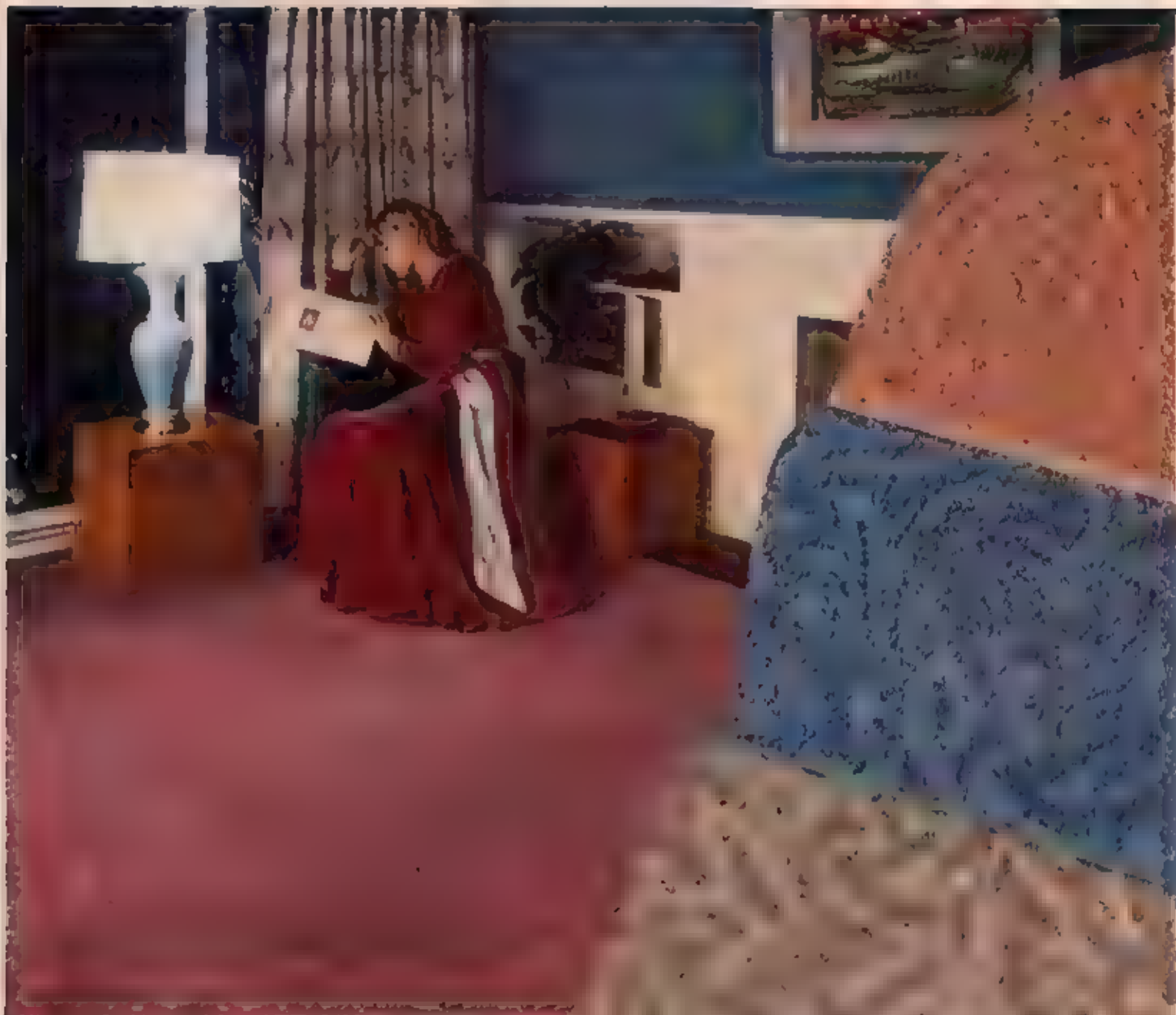
GIRL FALLS for the smiling man, Francois Perier, a Chevalier's friend, because they don't wish to spend the winter without him, so they meet at the love office through the paper traditions separating their dressing rooms.



CHEVALIER PROTESTS that he is not an old fogey when he learns his girl prefers a younger man. He points to pictures of previous sweet hearts and swears there will be at least one more. Nevertheless he relents, gives the girl up.

CONTINUED ON PAGE 71

*and they are
mild!*

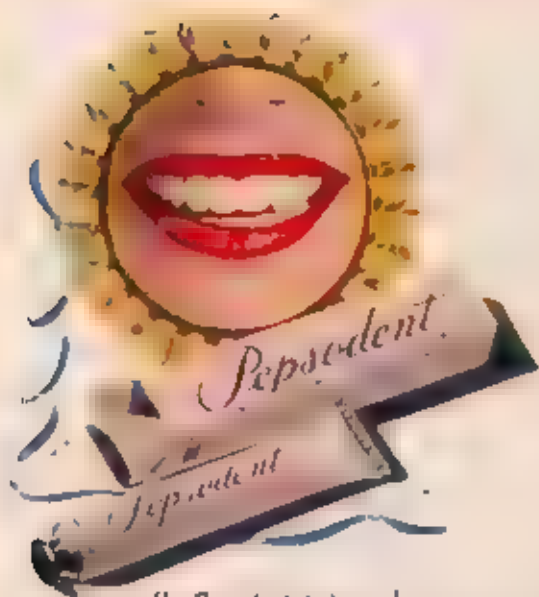


Mohawk RALPH 12' in. enroulé Western weav,
photographed at Boudoirhaus by Praty

The beauty
of every decorative scheme
begins at the base...
with a good carpet by

MOHAWK

MOHAWK CARPET MILLS, INC., AMSTERDAM, NEW YORK



Use Pepsodent twice a day—
see your dentist twice a year

It's cleaner, brighter **Taste** means
cleaner, brighter teeth! **New Pepsodent,**
the only tooth paste containing **Irium,**
removes the film that makes your teeth look dull—
uncovers the natural brilliance of your smile!

Pepsodent is another fine product
of Lever Brothers Company



"Man About Town" CONTINUED

IT BURLESQUES SILENT-FILM MAKING



PRIMITIVE MOVIE-MAKING is kidded in *Man About Town*. As an old-time producer, Muntie C. Lumber stages a beach scene in cold, rainy weather.



SLAPSTICK abounds in *Man About Town* in making scenes. Here a famous "treasure" is hidden after a business deal. The woman is on the



STAGEHANDS in *Man About Town* are all comic characters who disregard the producer. They do nothing but play cards, even when scenery falls on them.

There's **STYLE NEWS** in
Men & Shirts



Modified version of the spread collar, the button-down and extra popular five-button shirts in series of colors, stripes or solid tones of color, white, blue, green, and red. The shirt collar is shown from the side and the position of the collar is shown in a side view. The shirt is shown in a side view.

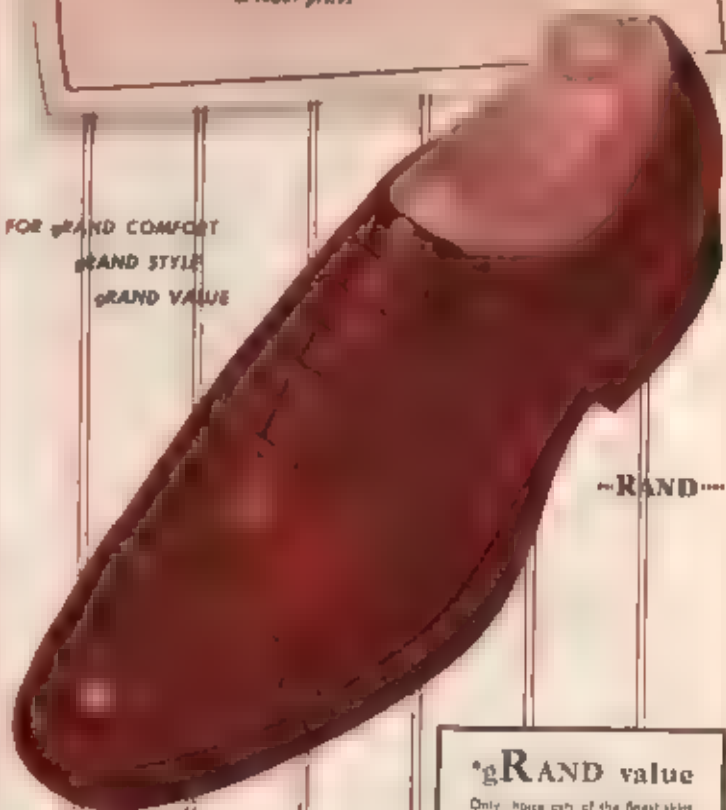
There's YOUR STYLE SCOUT

There's style news in RAND shoes!

AND WHAT NEWS . . . not just the smooth new number shown here (plenty nice, though, isn't it?) but a whole line of shoes—designed-with-a-fresh-new-slant. Built for solid comfort and long wear, too. Yes, and made with fine selected leathers so they'll keep good-looking longer. Your dealer has these **gRAND value**® shoes. Need we say more?

*Also Randcraft Shoes
for men and young men
at lower prices*

FOR **gRAND COMFORT**
gRAND STYLE
gRAND VALUE



—RAND—

®gRAND value

Only finest cuts of the best skins are used in Rand shoes. Upper leathers are carefully selected for texture, color and resistance to stretch. Sole leathers are cut only from the "best" of the hide in its whole length. Available in many styles and colors, but only Rand Shoes give you better shoe value for you.

THE RAND SHOE

ALSO RAND JUNIORS FOR BOYS

MADE BY THE WORLD'S LARGEST SHOE MAKERS

JOHNSTON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO



FLAMING OIL SLICK IS SPRAYED WITH CARBONIZED SAND, WHICH PUTS OUT FLAMES BY MAKING OIL SINK. MAIN VALUE OF SAND, HOWEVER, IS TO PREVENT FIRES

OIL-SLICK REMOVAL

The Navy develops a way to sink slime that causes harbor fires

The greatest general nuisance and source of danger in any busy harbor is the waste oil that fouls the surface of its water. Pumped from the piers by bigres of slops and trickling from machinery along the shores, it spreads out to a viscous slick and collects slowly on hulls and pilings. It neither sinks nor evaporates but remains as a permanent hazard: a spark dropped on its surface can send flames racing among the grease-soaked piers and jetties.

Navy technicians, long concerned with the oil-pollution menace, recently devised an effective way of dealing with it. They discovered that sand roasted with creosote combines with oil to form a heavy semisolid. A slick sprayed with this sand promptly sinks (p. 6). Piers can be cleaned and fires quenched with a *lubane*. Though still experimental, the system appears to be an efficient man-made solution for a serious man-made problem.

CONTINUED ON PAGE 78

Right time at a new LOW PRICE



LITTLE TEL. ELECTRIC—that means *little Tel.* It gives us the falling snow there's never the slightest tick to disturb your sleep.

LITTLE TEL. handsome and new, is an electric alarm clock, with all its extra advantages, at an easy-on-the-budget price. It can't run fast, or slow—and you never have to wind, or oil, or regulate it.

What's more, the on-the-dat alarm keeps on ringing, come morning, until you wake up and stop it. The newest member of a famous family, Little Tel. has the dependable long-life Telechron motor that has always made Telechron electric clocks first in favor throughout the world. Small enough to double as a traveling clock, too. Actual size shown, with brown or ivory-colored plastic case. Telechron Inc., Ashland, Mass.

\$4.95

TELALARM JR.—slightly larger, with control knob so you can regulate low or loud. With winding hands and dial. **\$5.95**
Same clock with fully luminous case—the bold "hot glow" in the dark. **\$6.90**

TELALARM—same design, in a larger size with luminous hands and dial and bell alarm. **\$8.95**

Telechron
REG. U.S. PAT. OFF.
ELECTRIC CLOCKS

All prices plus TAX. Prices and specifications subject to change without notice.

"I prefer the New Mint Cocktail* Gum"
says

VAN HEFLIN

Co-starred with

LANA TURNER

In Metro-Goldwyn-Mayer's Hit

"GREEN DOLPHIN STREET"

For zip, pep, taste, this blend of mint flavors is really "super." Because Van Heflin is a "wuss" in the go-slow era, he wants a chewing gum with real "Wake-up-Flavor." And ever since he tasted the new WARRENS MINT COCKTAIL Chewing Gum last summer, he's been stuck on a MINT COCKTAIL fan.

Why is MINT COCKTAIL a winner with gum-lovers everywhere? The reason goes straight back to our Research Laboratories. It's a well-known fact that the best chewing gum is the one that has the most "zip" and "pep" and "taste." And MINT COCKTAIL has it all. It's the only gum that has the "zip" and "pep" and "taste" of a real cocktail.

Buy and try a pack today. Just ask for MINT COCKTAIL and see if you're not getting a new taste to Van Heflin!



IT'S SMART TO CHOOSE WHAT HOLLYWOOD CHEWS!



VAN HEFLIN SHOOTS IN THE 80's

And he sports an ever-ready he has learned that WARRENS MINT COCKTAIL GUM is the perfect companion for all occasions. To chew it lessens fatigue, keeps you peppy and on your toes.



AT THE BROWN BERRY rendezvous in Paris

MINT COCKTAIL GUM is the outstanding favorite. Or you could say *plaisir*, says the Brown Berry maître d'hôtel. MINT COCKTAIL GUM is so peppy and refreshing. No wonder they call it BREATHTAKING.

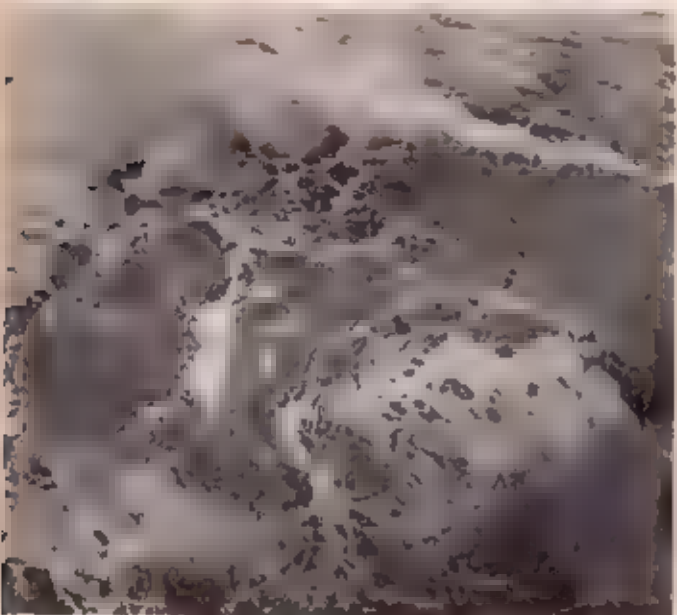


The NEW...the BREATHTAKING
...the ONE and ONLY

Mint Cocktail Gum



SAND IS BLOWN onto slick by worker. Blowing sand is preferred to using a hose to clean the slick because it is easier to handle.



SANDED OIL SLICK begins to break up into smaller pieces as the sand is blown onto it. The sand will sink to the bottom of the water.



PILINGS ARE CLEANED by a stream of water after being coated with emulsified sand. This system is now adapted for use in sensitive places.

CONTINUED ON NEXT PAGE

as 'Sofskin' Hands

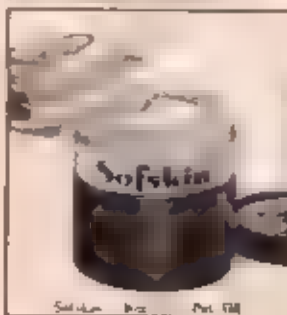


Let it happen... so silky-soft... take your hands where you want. Sofskin Cream.

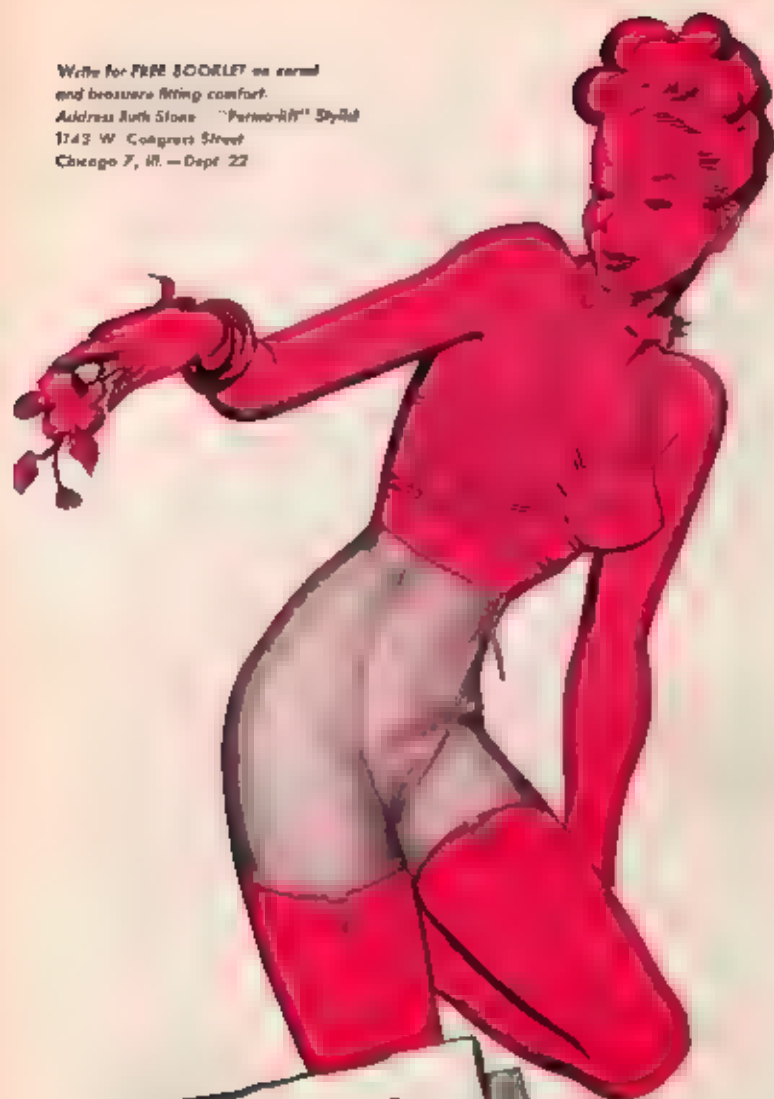
Change your Dryskin Hands into 'Sofskin' Hands... in 32 seconds by the clock! New wonder cream is the biggest news in hand care... turns skin white. Traps a Sofskin Cream makes your skin softer, smoother, and more beautiful. Like a beauty treatment for your hands! Softens, smooths. Hands feel dewy, keep you a better looking person. Try Sofskin Cream... you'll see!

Sofskin CREME softens, smooths Dryskin Hands!

"Sofskin beaut" our beauty salon...
ex... n... n...
k...
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p...
l...
j...
c...
c...
c...



Write for FREE BOOKLET on coral
and braless fitting comfort.
Address Ruth Stone "Perma-lift" Style
1743 W. Congress Street
Chicago 7, Ill. — Dept. 22



NO BONES ABOUT IT!

Stays up without stays

Enjoy the comfort of this slimming "Perma-lift"® Pantie Girdle. All elastic leg sections comfortably control hips and thighs. Best of all, this wonderful pantie won't ride up. Deftly styled—the magic inset prevents rolling over, wrinkling, entirely eliminates the annoying discomfort of bones. Yes, it



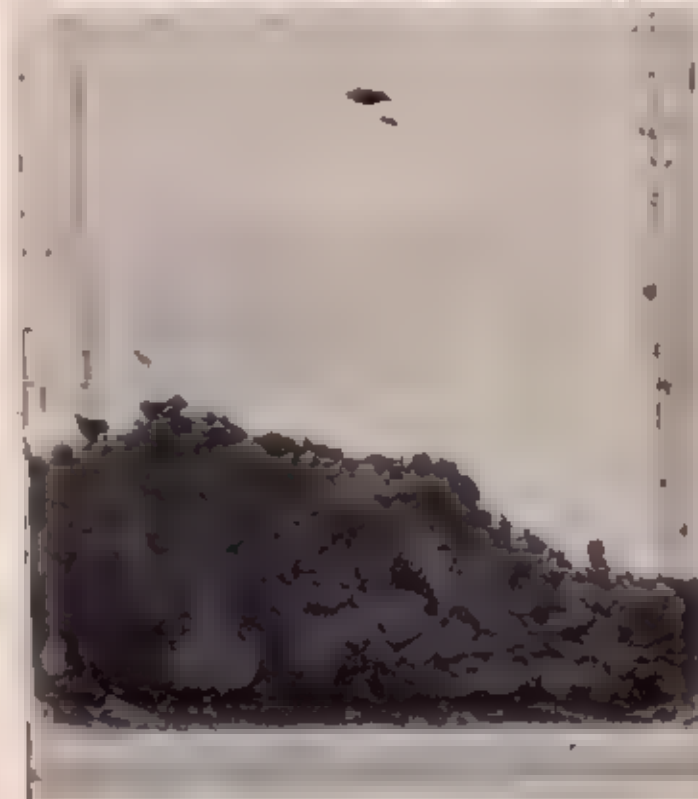
STAYS UP WITHOUT STAYS. "Perma-lift"® Panties, Girdles, and Foundations are available at your favorite corset department—most styles priced \$5.95 to \$12.50

"Perma-lift" and "Stays-up" are trademarks of A. J. Stone & Company, Inc., U.S. Pat. 2,912,111

Oil-slick Removal CONTINUED



THE OIL SINKS in laboratory tank after carbonized sand is mixed with it. All tops surface of the water with sludge float up on it. Heavy globules of oil and sand are slowly sinking from the surface toward bottom of picture.



ON THE BOTTOM globes of sludge lie in a thick layer after sinking. Even if stirred, the mixture will settle again. The sludge is lethal to most marine life, but in harbors, where the water is always polluted, this effect is unimportant.



A fruit cocktail for your pocket !

How nice to know that these five luscious flavors
 Are yours to enjoy in each pack of Life Savers.
 So dandy—so handy! Any place! Any time!
 You can have yummy Orange! And Lemon and Lime!
 And tempting Wild Cherry! Sweet Pineapple, too,
 All in a pocket-size package for you!



Only 5¢



White spread collar

Pointed collar

Long-point collar

It's been a long, long time since you saw quality white shirts like these. Smooth broadweaves that wear and wear. (They're laboratory checked from raw yarn to finished shirt.) Rich oxford cat-catchers with informal or business suits. (More than a thousand tests a month insure uniform quality.) All Sanforized, all laundry tested, all double-checked by Van Heusen's own testing laboratory. A new shirt, too, if your Van Heusen shrinks out of size. After, they're all

distinguished by Van Heusen's collar styling and seamanship, adding extra quality to each detail. 8-garment lines — action-room at shoulders, armholes, elbows — rug-proof pearl buttons. Yes, we're boasting about every one of them — and so will you! \$3.25, \$3.95 and \$4.50.

Now, Van Heusen shirts in 5 sizes — small to extra wide — from \$1.50. For a full list of prices, see the back of this advertisement. Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

...beauties for value... **Van Heusen** shirts



THE CULT OF THE LOVE GODDESS IN AMERICA

Rita Hayworth, a movie star and princess of American glamour, symbolizes a phenomenon of profound sociological significance

by WINTHROP SARGEANT

ON Oct. 17, 1918, under such obscure circumstances as might have attended the birth of a new Dalai Lama, a dark-haired Spanish-Irish-American baby was born in an upper West Side New York hospital and was subsequently christened Margarita Carmen Cansino. By 1945 the dark-haired baby had blossomed into a red-haired girl whose infantile figure and spirituality still were attracting attention as familiar to Americans as those of the Madonna were to the Italians of the terra's sanctos. By 1945 at least 6,000 Americans a week were busy writing her poems and prayers, and the armed forces of the most powerful nation on earth were carrying her enshrined image with them into war-battered cities, jungles and typhoons. In 1946, during Operation Crossroads at Bikini Atoll, her picture was reverently and symbolically passed to an atomic bomb while the world's scientific and military minds anxiously awaited one of the greatest destructive explosions mankind had yet witnessed. A few months later an expedition into the wilderness of Canada's unexplored Headless Valley came across an abandoned trapper's shack. In it the expedition found three things: a candle, a can of beans and her picture. Soon an expedition to the South American jungle will plant a print of her latest movie, *Down to Earth*, in a time capsule at the base of the Andes Mountains, where it will no doubt someday be unearthed by historians piecing together the archaeology of a recent 20th Century civilization.

To these historians it will be obvious that Rita Hayworth—as Margarita Carmen Cansino was known in her cinematically transfigured form, was only incidentally a movie actress and a dancer and that her place in ancient American civilization was actually that of an important religious institution. For comparisons they will inevitably turn to the goddess Aphrodite, who was worshiped by the still more ancient Greeks. As to the significance of the movie *Down to Earth*, they will be under no misapprehensions. Ostensibly *Down to Earth* is a drama, which, as several critics have pointed out, is one of the shoddiest, duller and more heavy-handed examples of a type produced with relentless regularity by the Hollywood studios. The idea that it is really a drama and hence subject to the laws of realistic criticism exists, however, only in the minds of movie critics. The American public, less hampered by academic theories, knows and accepts it for what it is: a ritual. It is a ritual in which the great American love goddess re-enacts her perpetual legend. "The Passion," according to Harry Cohn, president of Columbia Pictures. Its premiere has been fittingly heralded by the sort of incantatory advertising that customarily precedes a new celebration of the ritual. "Who is she? Where is she from? They say she kissed 2,000 men. She's out of this world, and down to earth in Tennessee with music. . . . She sings! She dances! She's terrific! But who is she?" The answer is, of course, that she is Aphrodite. The proper heading for the discussion of this phenomenon is, obviously, not esthetics but theology.

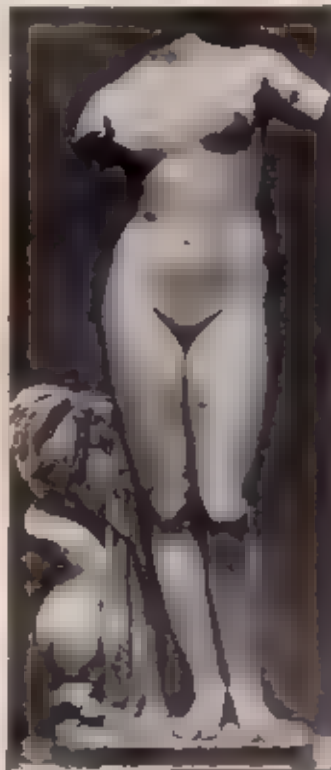
The legend itself, endlessly repeated in 90% of the movies present-day Americans see, is not unique or remarkable, but its peculiar position in American folklore undoubtedly ranks it as one of the curiosities of anthropology. Its supernatural or purely mythological character is attested by the fact that it has nothing

whatever to do with real life. The goddess, endowed by a vast priesthood of make-up men, costumers, cameramen and hairdressers with a concentrated allure no real woman could approach, moves through the ritual as its center and goal; minor variations of plot are unimportant. She is pursued by the hero, who very often varies his behavior in the process and is finally rewarded with a sacramental kiss or a walk with the goddess, arm in arm, into the illusory future. Despite the fact that sex is presented here as a sugar-frosted dream of romance rather than a procreative reality, no doubt is left as to its all-pervading power.

There is, in the legend, no important reason for the hero's actions other than the overmastering desire for conquest of the goddess' goodwill. The sacramental kiss or walk is the symbol of this conquest and occupies the climactic position in the ceremony that ties dagger, the ax or the cup of poison to the theaters of the Greeks and Elizabethans. This peculiar feature of the ceremony, in which sex rather than death is revealed as the ultimate reward of mankind's nobler impulses and struggles, is peculiarly American, and Americans refer to it as the "happy ending." The moral of the ritual is, of course, that sex is the most important thing in the world and that it leads to eternal happiness.

Now there is nothing particularly new about this legend. It has existed in more or less sophisticated forms in honor of various love goddesses, tribal heroines and water sprites from the time of the Phoenicians. As Aphrodite, the Lady of the Throulousours and the assorted Lindines and Lorelins of Teutonic mythology. What is new in its 20th Century American form is its ubiquity and the universal opinion in which Greeks, Romans and Americans agree. The age-old sex goddess has emerged from the status of a minor folk deity with a rather shady reputation into that of an overwhelming, industrialized Molochian idol to which millions of otherwise sane Americans pay daily tribute. The important historical distinction is that in previous eras the goddess was regarded with considerable skepticism. The legend about her frequently ended in the discomfort of the humans who participated in it (it is no accident that virtually all the great love stories of the past are tragedies). The sex goddess in the past, moreover, occupied a position structurally subordinate to gods and goddesses of greater wisdom and stability. It has remained for Americans of the hard-boiled 20th Century to enthrone Aphrodite as the supreme deity of their popular religion, to portray her rather dubious machinations as the most exalting and satisfying of human experiences and to subscribe with unquestioning faith to her incessant litany that sex is the most important thing in the world.

The effect of this curious attitude on American mores may well frighten sober thinkers. The Johnson Office, which controls the taboos of the goddess' cinematic ceremonies, devotes a great deal of its energies to censoring the letter of her true sexual nature while letting her spirit triumph without limit. Innocent American knoppers are carefully protected from scenes of overt vice, meanwhile being systematically inoculated with a philosophy of sex that, if taken seriously, would lead its converts straight to the loony bin. And millions of adults, unable to rid themselves of their obsession with glamour, follow the same ritual to its final grand



APHRODITE, Greek love goddess, was the predecessor of girls like Rita.

Press the Starter—and Get

**Quick
WINTER
ACTION!**

Mobil Battery Care Gives Dependable Starts!

The time to avoid battery trouble is before it starts. Ask your Mobilgas dealer to inspect your battery now for "test" for charge—recharge it if necessary—add fresh water—check cables for wear.

Famous New Mobil Batteries, too!

Guaranteed by the Makers of Mobilgas, these batteries are full powered for fast, trouble-free starting—quickly built for maximum low-cost service. You'll find Mobil Batteries extra-long on life—tough to wear out.

See Your Mobilgas Dealer

**Mobil
Batteries
AND
Service**

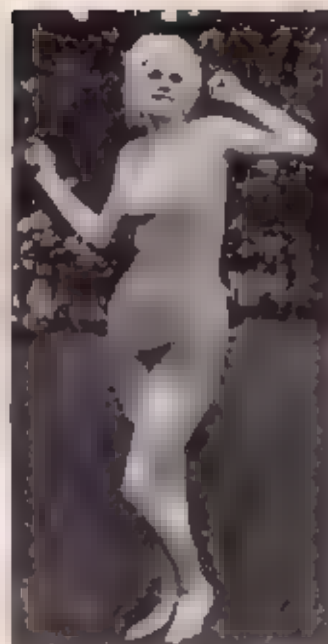


At the Sign of Friendly Service

SOCIETY VACUUM OIL CO., INC., and AFFILIATES MAGNOLIA PETROLEUM CO. GENERAL PETROLEUM CORP.



CLARA BOW, "It's all the rage" was goddess to movie-struck flappers.



JEAN HARLOW, like all the goddesses, she was a movie-struck flapper.

LOVE GODDESS CONTINUED

and so on. Breaking up their families, leaving the mother a fourth-rate mother, the goddesses were not only the most beautiful women in the world, they were the most powerful. They were the most beautiful women in the world, they were the most powerful.

Jean Harlow, of course, not the secret sex goddess, but the most beautiful woman in the world. She was the most beautiful woman in the world, she was the most powerful. She was the most beautiful woman in the world, she was the most powerful. She was the most beautiful woman in the world, she was the most powerful.

The feminine point of view

The female goddess is a goddess, somewhat different but in essence not different from that of the male. It is a curious fact that the sex goddess has never had a male counterpart of her power, dignity and power. Though all-brained goddesses may swoon occasionally in the presence of a male, Power or Jimmy Stewart, the male position in the religious hierarchy is comparatively humble, and the Apollo and Siegfried of the goddess action rather than passive. The goddess is not a figure of beauty, but a figure of power. The goddess is not a figure of beauty, but a figure of power. The goddess is not a figure of beauty, but a figure of power.

The enormous distribution of photographs and the technology has made the goddess practice omnipresent. Her image will be found on country roads as well as in the most crowded centers of our cities. But the supreme enactment of her religious rite takes place in the darkened temples of American movie-dom. Among the throng of industrialized Loreleys and mechanized Maos who portray her myth for the American public, Rita Hayworth is and has been for some time the queen.

Rita Hayworth in her role as the goddess is more intimately known

There is always a Right time... **HARVEL**
One of the World's Fine Watches



Clockwise around the holly — Harvel's 17 jewel, sweep second, gold filled, man's watch, \$47.50; 17 jewel, 14K white gold, lady's watch with 14 diamonds, \$310.00; man's sweep second, 17 jewel, gold filled watch, \$47.50; lady's 17 jewel, platinum watch with 16 diamonds, \$430.00; 17 jewel, 14K gold, man's watch, \$95.00.

Shown on her wrist the 17 jewel, 14K white gold Harvel, \$65.00.

All prices include Federal Tax.

Harvel Watches are sold exclusively by leading jewelers.
Write for the name of the Harvel dealer in your city,
if your own jeweler cannot supply you.

HARVEL WATCH COMPANY, DEPT. 411 • ROCKEFELLER CENTER • NEW YORK 20

to many Americans than their wives or sisters. They have watched her gravely sensuous face, with its curious flat-topped forehead and amber-colored eyes, register the whole gamut of emotion from petulant fury to little-girlish glee. They have watched the wind rustling through the freshly shampooed masses of her famous red hair. They have heard whispered words of love from her full, voluptuous lips. They know every detail of the proud, assured, feminine Hayworth walk. They have gloated over the Hayworth personality—that ideal mixture of American girlish health with just a teasing trace of Latin dignity and felino exotism. They have noted how the Hayworth look contains subtle traces of the goddess' other standard impersonations—slight suggestions of the kittenish predatoriness of Lucille Ball, the healthy sensuality of Ann Sheridan and Esther Williams, the wide-eyed, virginal innocence of Loretta Young. They have followed the vicissitudes of her private life, her marriages and divorces, the birth of her child, the adventures of those fortunate few males who occasionally take her dancing or play tennis with her. They have listened while her press agents proudly intone her anatomical statistics—Height: 5 ft. 6 in.; weight 116 lbs.; bust 36, waist 26, hips 35; thigh 19; calf 14, ankle 9." Within the past few weeks they have even been able to listen to her heartbeat, a remarkably placid and steady performance which has been recorded with special stethoscope equipment as an accompaniment to a song called *That's What Your Heart is For* on a popular and universally available disk.

Metropolis or myth?

THE technical projection of Rita into the role of the goddess involves, of course, the meshed wheels of a gigantic industry and the ministrations of a cult that occupies an altogether special position in American life and thought. The center of the industry and home of the cult is Hollywood, a city that never seems quite to have made up its mind whether it is a metropolis or a myth. Virtually everything in this city is affected by a unique occupational obsession with the necessity of deceiving the human eye. Hollywood looks modern, new and efficient. Actually it is a city so concerned to live in that its inhabitants often have to drive for miles from their suburban homes to a package of cigars or a newspaper. Its main attraction is not its architecture but to look at. Its architecture is a lovely gesture toward unreality in which derby-shaped towers and Tudor fortresses compete valiantly against a prevailing atmosphere that suggests a human parking lot. Its restaurants, with few exceptions, are not built to eat in but to look at. The interminable steaks they serve are surrounded with lace negligees of French-fried onions and served in a theatrical atmosphere that overcasts the scale a prevailing flavor resembling that of broiled justarrived. The majority of its lawless citizens—both male and female—are also built to look at. Their social and intellectual mentors are either people who are worth looking at (like Lady Mendl and "Slapsie Maxie" Rosenbloom) or people who discuss the habits and looks of others who are worth looking at (like Luella Parsons). Its hierarchy of wealth and power radiates downward from the people who are most worth looking at and the people (like Louis B. Mayer) who control the destinies of those who are most worth looking at. It follows that the ambition of all Hollywood is either to be worth looking at or to manipulate the careers of those who are. Aided by a wonderful outdoor climate and a complete isolation from the world and, most notably, from its own inhabitants by the air of profane yoga, mindlessly mortifying the spirit for the good of the flesh.

The industrial machinery which communicates this interesting way of life to America's faithful moviegoers is vast and complex. The mere upkeep of a star like Rita Hayworth involves an unseen army including a dozen press agents, a staff of 30 or 40 make-up men, a half-dozen cameramen and photographic operators, a dozen costumeers and hairdressers and an entire team of directors, assistant directors, script writers, cutters, scenic designers, carpenters, lawyers, agents, accountants and stenographers. At its head, commanding with a hoarse voice and liberal profanity, is the formidable personality and stocky figure of Harry Cohn, omnipotent headman of Columbia Pictures. Cohn, who refers to Rita affectionately as "the fourth most valuable property in the business," has singlehandedly built Columbia into one of Hollywood's major studios, and he is proud of his achievement. His shrewdness in judging the taste of America's moviegoing millions has never been questioned, and legends are beginning to form about him similar to those that surround his powerful competitor, Sam Goldwyn. Of the legends about Cohn's perspicacity perhaps the most prevalent one has to do with the script of the recent movie *The Bonds of Sheenwood Forest*, which Cohn was reading prior to shooting. Disturbed by the dialog which bristled with such early Anglo-Saxon expressions as "Yea, sire" and "No, sire," Cohn stepped to his interoffice microphone



"I've been sleeping on my inheritance"

It's always a temptation to turn an inheritance right away rather than wait patiently and "sleep on it" till you think of a nice, sensible way to use it.

Mrs. Lane L. Meisenheimer of Grand Rapids, Michigan, was especially lucky. She slept on her inheritance... and still had the fun of using it right away.

Her legacy, you see, was the "beautifully white, amazingly soft" Pequot sheets which her "Gramma" had always kept for special occasions. But modern Mrs. M. believes in using her prized possessions. So this is how she figured, according to her letter to us.

"I decided to sleep on a Pequot sheet for a year. I found it was the best I ever slept on. I used them for a year and in the end I was too..."

And her faith was amply justified. For writes Mrs. Meisenheimer:

"These Pequot sheets are the best I ever slept on. I used them for a year and in the end I was too..."

And we thank you, Mrs. Meisenheimer. And all of you wonderful housewives whose love for Pequot's well-nigh indestructible muslins has made them America's most popular sheets.

Don't forget—Pequot are the sheets that help protect your skin and give you a good night's sleep.

Pequot Mills, Salem, Massachusetts.



PEQUOT SHEETS

so good-looking
so long-wearing

No Wonder
Fleischmann's makes
America's most delicious Martini



NOT JUST DRY
IT'S
"DRY" DRY

—without the slightest
trace of sweetness!

Yes, Fleischmann's Gin is "dry" dry... 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. It's the only gin in America that's been distilled from American grain. It's the only gin in America that's been distilled from American grain. It's the only gin in America that's been distilled from American grain. It's the only gin in America that's been distilled from American grain.

90
PROOF

FLEISCHMANN'S
DISTILLED
DRY GIN
90 PROOF

FLEISCHMANN'S
America's
First Gin

DISTILLED FROM AMERICAN GRAIN - 90 PROOF
THE FLEISCHMANN DISTILLING CORPORATION PEESKILL, NEW YORK

LOVE GODDESS CONTINUED

and bellowed for the author of the script. When the author arrived, Cohn asked him to sit down. "The story is colossal," he admitted, "but this is a medieval drama, see? Who wants modern slang in a medieval drama? What's all this 'Yes's' and 'No's'?"

Considered as a commodity, Rita's hair is the most important single item processed by Harry Cohn's Columbia studios. And though in blustering moods his favorite motto is "Hollywood respects just two things, notoriety and fear," he actually treats her with friendly respect. The complexities of her professional life have, in fact, brought many a furrow to the meaty Cohn brow. One of these complexities erupted recently when Orson Welles (whom Cohn refers to snorting as "that genius") decided to cut the goddess' hair and convert it into an upswept, sophisticated blonde for a role in the forthcoming picture *The Lady from Shanghai*. "Everybody knows, and I mean Cohn knows," that the most beautiful thing about Rita was her hair. But Welles was adamant, and Cohn gave in.

The subsequent ceremony took place on a set of a grand scale befitting Rita's myth. Instantly Harry Cohn okayed the Welles directive on the changed coiffure. Artists were called upon for designs. Samples of various colors of hair were examined to determine the precise shade, which was later christened "topaz blond." Helen Hunt, Columbia's chief hair stylist, was flown from New York where she was on a honeymoon and directed to perform the actual cutting. Nearly



AS A CHILD of 6, Rita showed no promise of growing up to be a deity.

20 newsmen attended. The Hayworth hair was shampooed and bleached. While Beaumont Newhall constantly wielded the scissors, Orson Welles stood by with a determined scowl bellowing, "More! More!" There was more cutting. A new permanent wave was administered. A trip to the studio's make-up department brought forth a new shade of lipstick—orange-pink for pink hair—and to get a new tint to match the new hair. Jean Louis, head costume designer at Columbia, then made an entirely new selection of materials to be used in her future costumes. Among mosquito-infested swamps near Acapulco, Mexico, *The Lady from Shanghai* was finally shot. When it was finished Harry Cohn reluctantly agreed that Rita looked all-American no more. Vacation time in Europe. They took a purposeful vacation. Rita's hair was to grow again. Meanwhile Columbia's costume department was deeply involved in negotiations with Mme. Tussaud's famous London waxwork museum, hoping that the showgirl Hayworth was going to turn out a wax image of Rita. Mme. Tussaud's was ordered to offer low, and Rita's hair wound up in a dressmaker's drawer in Columbia's fashionable salon, where it reposed for a day. Some 1,000 requests from the faithful for locks of Rita's tresses were politely refused.

The real Rita

IT seems incredible that at the center of these heroic industrial operations there should exist a rather likable, simple and completely unaffected human being. Nevertheless the real Rita Hayworth, whose place in Columbia Pictures might be likened to that of a prize tomato in a gigantic canning factory, is precisely that. The explanation probably lies in a number of things: in a family background of theatrical tramping which has always taken public acclaim in its stride; in a type of daily life that is a blend of glamour and an enormous amount of hard work; in a certain temperamental modesty and an extreme native shyness that keep Rita herself more or less insulated from the unbelievable whoop-dee-do that surrounds her.

Like most movie stars, who in this respect differ radically from actors of the legitimate stage, Rita Hayworth looks and acts very much like her public personality. All the little mannerisms that the faithful have identified with her impersonation of the goddess—the graceful walk, the speculative smile, the way of tossing her head, the happy shrug and grotesque, little-girlish strut with which she accompanies a humorous sally—are characteristics of the real woman. The only thing conspicuously missing is the dialog, which except under extreme mental stress or in the company of very intimate friends, is likely to

CONTINUED ON PAGE 16



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THE TEXAS COMPANY



LOVE GODDESS CONTINUED

dwindle into a cautious vocabulary of "yes," "no" and "maybe." Despite a complete indifference to clothes, which causes her to spend practically all her nonprofessional time dressed carelessly in slacks, the Hayworth look, which is the marvel of movie cameramen, is an inextricable part of her. Late one night during the filming of *The Lady from Shanghai* in Mexico, Orson Welles and George Lait, Columbia publicity man, were arguing about this feature of her equipment over a bottle or two of tequila. Welles, with a husband's critical detachment, maintained that all women, including Rita, looked pretty frowzy in their off moments. Lait demurred, and made a bet with Welles. Accompanied by a still cameraman, they invaded Rita's tent, woke her out of a sound sleep and shot off a flashbulb in her face. When the picture was developed Lait won his bet. It was as serenely beautiful as any of the official nightgown pictures that had inspired heroic deeds in World War II.

In a city that crawls with ambitious, self-propelled, predatory, sugar-cured, artificially glazed and chromium-plated women, Rita's placid good nature and simple forthrightness stand out in extraordinary relief. She takes her acting very seriously and has the reputation of being, with the possible exception of Bette Davis, the hardest worker in Hollywood. She takes movies very seriously, collects fan magazines, reads Louella Parsons with unquestioning reverence and signs innumerable autographs. When she got the news that the famous bedroom picture of her, taken for *LIVE* by Bob Landry, had been glued to the Bikini atomic bomb, Rita broke into tears of real gratitude. On the studio lot Rita enjoys a sort of affection reserved for few actresses of comparable standing. She will stand and sit dutifully through hours of fashion and advertising stills for Columbia's Lincoln, Chesterfield, Max Factor and other accounts, without a trace of impatience or any thought except to please the photographer. For other movie stars and for directors, writers and other people of any intellectual pretensions, she has enormous respect. Already a famous star, she once sat in open-mouthed admiration at a dinner for Jean Arthur, deeply moved by what she considered an overwhelming opportunity to associate with a great actress. With the press, her diffidence is apt to produce complete inarticulateness until a desperate reporter breaks down and explains exactly what he wants her to say. Then, in a generous fever of cooperation, she will tell him practically anything in a sincere desire to help him get a good story. Her reaction after an interview, a public appearance or a difficult job of shooting is invariably the sort that might affect a little girl after her first appearance in a school play. She immediately tackles the director or the publicity man or other factotum in charge and anxiously inquires, "Did I do well?" When this question elicits an approving smile or a pat on her shaggy head, Rita is inordinately happy.

The power of passivity

THE fundamental trait of Rita's character is simply the desire to please people. She is almost the perfect embodiment of that quality of passivity which poets, in more classically minded times, thought of as the essence of the female nature. Like the ideal, theoretical woman, Rita exerts enormous power by merely existing. She causes or inspires action, but she does not act herself except in response to the desires of others. Males, on meeting her, experience sudden slavistic impulses to flex their muscles or stand on their heads for her benefit. The faculty inevitably suggests a comparison with the legendary Helen of Troy whose face launched a thousand ships, a comparison which is, of course, somewhat unfair to Helen, whose relatively unimpressive feat reflects an age of handicraft instead of one of technology. Rita, like Helen, is totally lacking in ambition and is mentally incapable of initiating anything on her own. But somebody has always wanted to launch something for Rita. Her life is a history of masculine effort exerted in her behalf by husbands, directors, producers, publicity men and managers. Rita, at her end, has done what she has been told to do, worn what she has been told to wear, learned what she has been told to learn and said what she has been told to say with infinite patience and good nature. Though the idea of doing anything for or to one's self is completely foreign to her, she will accomplish prodigies to please others. Few women have more willingly and deftly submitted to becoming the passive material out of which a myth can be created, and this fact, added to her rather remarkable physical qualifications, goes a long way toward explaining her success.

At the age of 4, Margarita Carmen Cansino started her career of pleasing people by pleasing her father. She used to run the bathwater for him in the New York hotel where the Cansino family lived the restless, unpermanant life of Broadway show folk. In the world of L. S. vaudeville the Cansinos were famous people. They had already been famous for a generation or two in Spain where Rita's grandfather, Antonio Cansino of Seville, had won his laurels as a great

CONTINUED ON NEXT PAGE



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AS HER FATHER'S PARTNER, 16-year-old Rita attracted the attention of Hollywood bigwigs while dancing in nightclubs across border in Agua Caliente.

LOVE GODDESS CONTINUED

Spanish dancer at the court of King Alfonso. Rita's father, Eduardo Canino, had once tried to throw over the family profession in favor of the bull ring but had been indignantly thrown into the Seville jail by Antonio until he promised to mend his ways. In 1913 with his sister Elisa he had made his way to New York as a Spanish dancer under the patronage of the socially prominent Mrs. Stuyvesant Fish. There he had married Volga Haworth, a Ziegfeld showgirl, and settled down to raise a family between dancing tours with his sister. Even as a nipplet of 6, Rita was given dancing lessons and taken along on the road, sleeping in trunks, watching from the wings and furtively plastering herself with make-up in the family dressing room backstage.

"She ain't no baby"

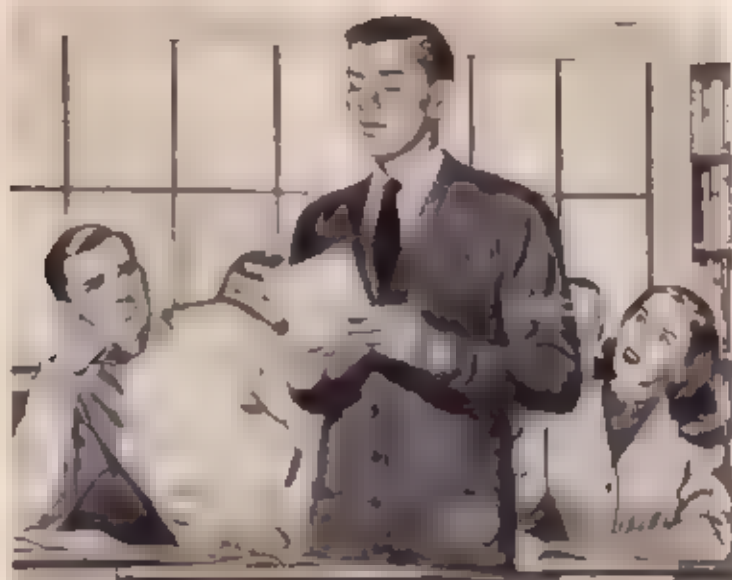
IN 1928, foreseeing the doom of old-time vaudeville, Eduardo Canino moved his family to Hollywood, where he opened the dance studio which he still maintains and ultimately became a dance director for Fox Studios. A few years later he presented his daughter, now a buxom, black-haired, sultry-looking girl of 14, in a Spanish dance routine at the premiere of the movie *Back Street* in Hollywood's Carthay Circle Theatre. The event caused no particular ripple at the time. But it struck Eduardo, who was watching from the audience, as something of a revelation. "All of a sudden," as he explains today, "I wake up. Jesus! She has a figure! She ain't no baby any more! We can't wait around here!"

Eduardo's idea was absurd. With the assistance of a professional, he moved the family to Tijuana across the Mexican border and began presenting Rita as a regular member of his troupe. They danced at the Foreign Club and the Hotel Caliente, both prominent night spots that were frequently visited by the great and near great of Hollywood moviedom. Eduardo Canino was a very strict parent. Once Rita had finished her routine on the stage floor, she returned demurely to her dressing room and stayed there until closing time. On only one occasion during this period did he permit Rita to have a date with a fully impressed young man she had met respectfully outside the club. Father Canino seated them at one of the tables, brought them a bottle of champagne and then hovered around all evening to be sure that nothing untoward happened. In the daytime Eduardo Canino took his daughter by the hand and trotted her around the Hollywood casting offices. A few years later he was beginning to wonder whether Rita would ever have gumption enough to go anywhere by herself.

Finally Eduardo's plan began to bear fruit. Fox came through with a screen test and Rita got her first movie role—a small ballroom-dance sequence in the prologue of a dreadful costume spectacle called *Dante's*

CONTINUED ON PAGE 92

School marks slipping? Here's how to give 'em a boost!



1. Do you sit by while others get better marks than you do? If so, listen to his

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MOTHERHOOD, with the assistance of husband Orson Welles, detracted not a whit from Rita's high Olympian status. Her fan mail came in quantity.

LOVE GODDESS CONTINUED

Inferno. At about the same time she was momentarily considered and then turned down (probably wisely) for the role Loretta Young eventually played in *Ramona*. But Rita stayed on at Fox as a \$200-a-week stock girl, became duly anointed as a Wampus baby and appeared as a cat player in things like *Under the Pampas Moon* and *Chucho Chan in Egypt*. She also played in a number of independent westerns, as a cowboy cost as a Mexican or an Indian, an experience which seems to have contributed nothing to her career except a lifelong dislike of horses.

By that time Father Lansdale had done about all the ship-launching he could do, and the stage was set for Eddie Judson, a middle-aged gambler and agent for Isotta Fraschini cars, who came to Hollywood to engage in business, mainly as front man for a Texas oil promoter. Judson had based a rather fatherly appearance with the tested shrewdness of a city slicker. He was the first man Rita had ever ventured out alone with. The family approved, and Rita married him. He was exactly what Rita needed. Judson was a promoter. He promoted Rita as if she were another Isotta-Fraschini. He managed her business affairs. He told her what to wear and saw that she was seen with the right people. Rita complied dutifully. Two of the right people were Columbia's Harry Cohn and Howard Hawks, who promptly cast her as a Latin menace opposite Richard Barthelmess in her first A picture, *Only Angels Have Wings*. Columbia's publicity department promptly got to work. Under the astute eye of its fashion experts, Rita was converted from a brunette to a redhead and from a piece of Latin local color into the less exotic but more salable status of an American-type clotheshorse. Rita had by now adopted her Anglo-Saxon name, which was formed by adding a "y" to her mother's maiden name, Haworth, thus making its pronunciation less obscure. Her subsequently celebrated red hair made its debut, curiously enough, in a black-and-white movie where it looked indistinguishable from its former Brunet, but the movie's title, *The Strawberry Blonde*, whetted a public appetite that was later gratified in Technicolor in *Blond and Sand*.

So far Rita's modest dramatic talents had not earned her anything more than secondary roles. But her dancing talents shortly got her the role of Fred Astaire's partner, and another ship had been launched. Her two pictures with Astaire (*You'll Never Get Rich* and *You Were Never Lovelier*) did more to make Rita a celebrated movie figure than all the tramping she has done before or since. To please Astaire, Rita worked like mad. "She learned steps," Astaire commented later, "faster than anyone I've ever known. I'd show her a routine before lunch. She'd be back right after lunch and have it down to perfection. She apparently figured it out in her mind while she was waiting." Overnight Rita slipped into star billing, a contract that eventually ran to \$6,500 a week and a proved box-office rating that made her Columbia's biggest drawing card. Her subsequent pictures, *Cover Girl*, *Tonight and Every Night* and *Gilda*, were all true vehicles for the impersonation of America's goddess of glamour, and together grossed more than \$20 million at the box office.

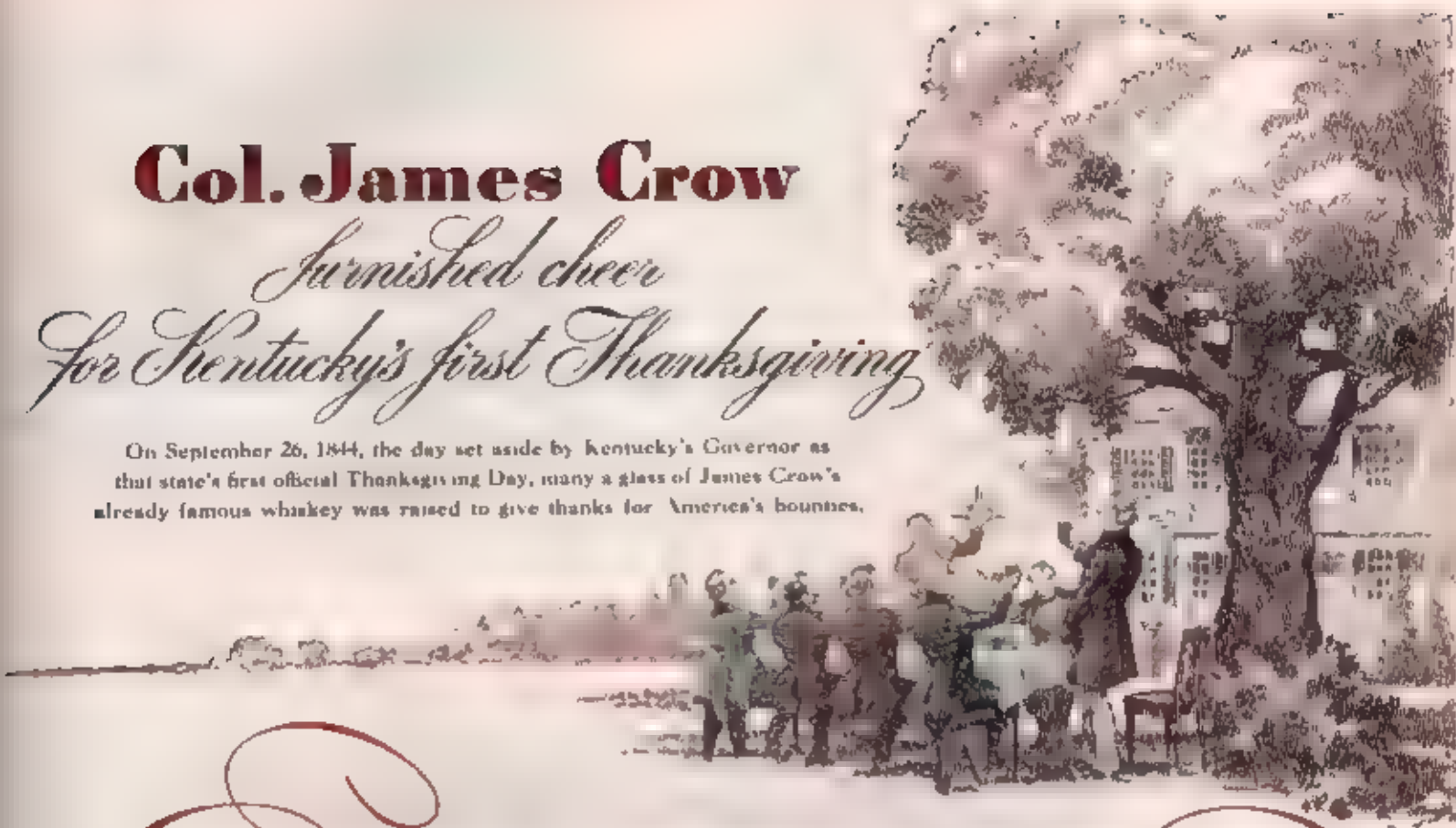
Eddie Judson had long since disappeared via the divorce courts, and the U.S. Coast Guard had nipped off a budding romance with Victor Mature when the man who launched the invasion from Mars appeared on the scene. Hollywood wags referred to the subsequent romance and

CONTINUED ON PAGE 34

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MORIBID BY FANS. Rita Hayworth needs the services of a private guard assigned to protect her on her travels, at a Paris airport station last summer.

LOVE GODDESS CONTINUED

marriage as "Beauty and the Brain." Rita had never been more serious about anything in her life, and again she performed on schedule. Orson Welles was a new type of man—a monumental extrovert and, by Hollywood standards, a miracle child of formidable intellect. Rita was suddenly surrounded by political columnists, social critics, writers, critics, beard-growers, yoga artists and professors. She had her moments of panic. Mrs. Joseph Cotton, a close friend of both Rita and Welles, relates how Rita shied away bashfully at one party. "All these people are staring at me, staring at me, because they think I'm a dumb woman." "They're staring all right, darling," admitted Mrs. Cotton, appraising the situation realistically, "but it's not because you are dumb." Rita—who has an overwhelming respect for talent—was there, accepted the challenge with a grace and gallantry. She walked through the crowd of people, she stood up in the requirements of parties. She tried to stay and enjoy it, but the crowd of people do not consider *former* *literature*. Today her library is full of forbidding books with intriguing titles and covers, but her words that sent Rita methodically searching for the dictionary. If it was possible, the cultivation of the Hayworth brain ended merely by making Rita a good housewife, it was enough. Rita was back at her old, tested formula. She was trying hard to please.

Today the Welles episode is apparently over. It is commemorated by a pretty, blue-eyed child, Rebecca, that Hollywood friends fervently pray will one day grow up to look like Orson Welles. It was a moment raised by the picture *The Lady from Shanghai*, a rather complicated thriller which mainly exploits the dramatic talents of Welles himself, using his good looks as a background. About the details of the separation, Rita has maintained a dignified and very ladylike silence, even among her closest friends. She will, however, quickly rise to the attack of anyone who says a disparaging word about Welles.

The Casino point of view

WELL, says Eduardo Casano, musing in his dance studio, which is perched over a hardware store on South Vermont Avenue, "what do you expect? I am personally very sorry. Welles is a fine man. But you can't leave a young girl like Rita alone while you are all night working. You can't go to New York for three months and produce plays." Eduardo, who is built like a middle-aged bullfighter and still speaks English with a perceptible Spanish accent, runs a long, long academy philosophically, teaching "ballroom," "tap," "ballet" and "Spanish" according to the preferences of his customers. Although her photograph is plastered all over the studio walls, there are no signs proclaiming that he is the father and teacher of Rita Hayworth. Eduardo Casano is a man of considerable dignity and integrity. One of his sons, Vernon, has been following in Rita's footsteps with a few small parts in the movies. The other, Eduardo Jr., drives a taxi.

For the past 10 years an old, white-haired codger has sat outside the door of the studio nearly every day twanging a guitar and singing rhapsodic Spanish songs in a cracked voice. He speaks not a word of English but jabbars good-naturedly in Spanish to everybody who passes. He patches his own pants with lurid colors and his toes often stick out of his shoes, much to the family's embarrassment. He is Antonio Caprio, once the greatest dancer at the court of King Alfonso. Antonio, who is referred to in the family as "Padre," came over from Spain

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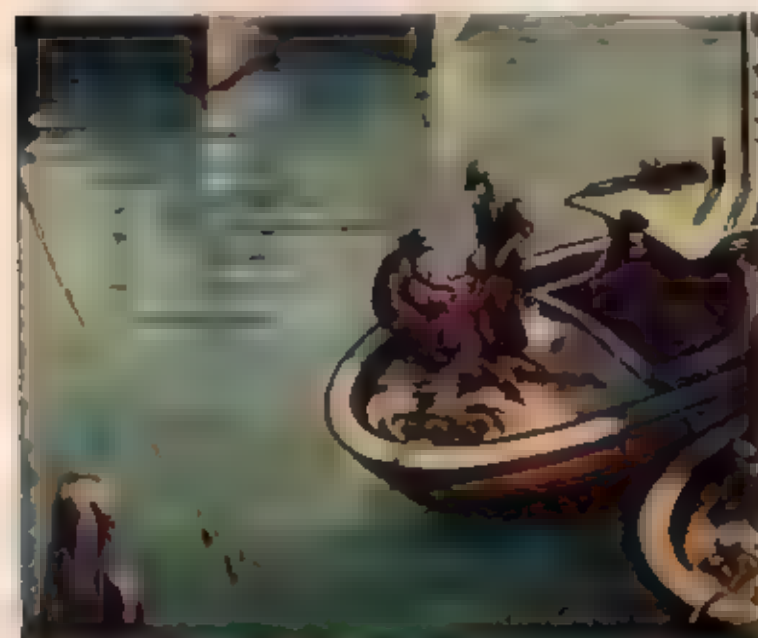




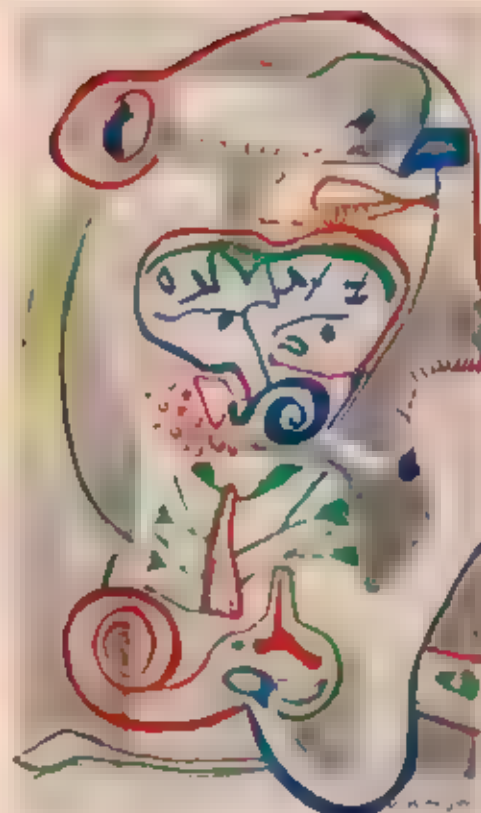
DR. ROBERT W. CHAMBERLAIN, a general internist at Longmont, Colo., painted San Francisco's Golden Gate Bridge with his special orange-sun. He gives paintings to his friends.



DR. WILLIAM S. HOYLE, gastroenterologist at Augusta, Ga., painted this landscape after a week's trip. He has his painting material given him by his wife for his birthday.



DR. G. HARVEY AGNEW, professor of hospital administration at the University of Toronto and president of American Physicians Art Association, painted *Days in Port*.



OTOLOGIST HAYDEN DID SURREALISTIC EAR

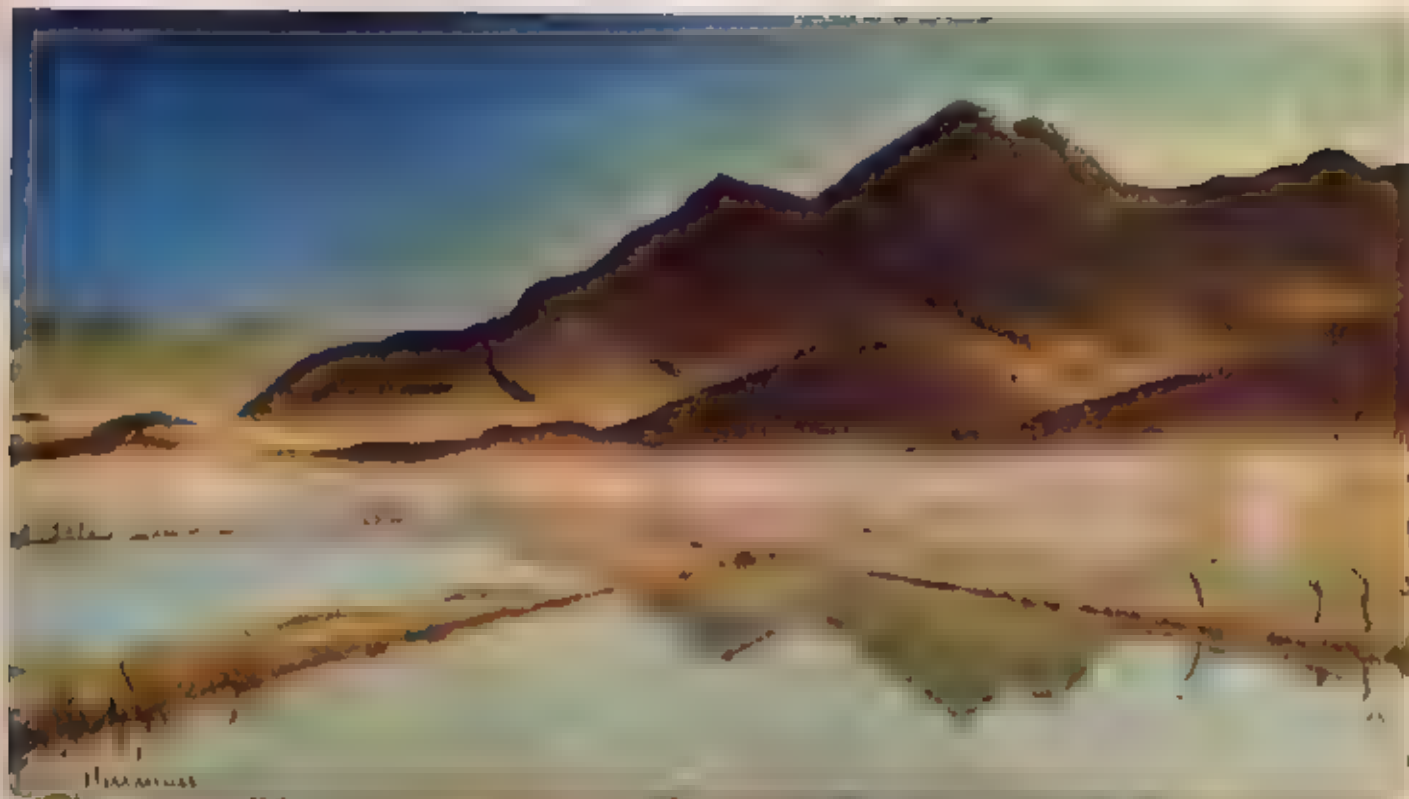
DOCTORS' ART

Physicians are becoming earnest amateur painters

Art as a hobby, like a quiet but determined wave, is sweeping over America. The amateur movement has lost his bashfulness in the evening how many people find pleasure in the practice of part-time painting. Among no group of professional people is enthusiasm for painting more highly developed or organized than among U.S. doctors. More than 3,000 physicians today spend their spare time splashing their brushes with watercolor, carving and hammering carvings out of art. Many of these doctors belong to the American Physicians Art Association. Every year at the annual meeting of the American Medical Association these doctors bring their art works together in a big show. On these pages are samples of doctors' art, which is always earnest and sometimes so free, usually realistic but sometimes surrealist, like Dr. D. B. Hayden's *Ear* (above).

Doctors turn readily to art because like artists they must have a quick eye, manual dexterity and a keen understanding of what is restful. There is a more practical reason too. Because about one every 10 physicians deaths are caused by diseases of the heart doctors, who urge their husbands to take up painting or carving, which is relaxing without being strenuous.

Famous physicians of the past have put their artistic talents to practical use. Richard Bright and Thomas Hodgkin, discoverers of the diseases named in their honor, both illustrated their own books and articles. Lane Claster, founder of antiseptic surgery, made anatomical drawings for his works on surgery. Even the ancient Greek physicians were concerned with art. Hippocrates, the father of medicine, made a statement 2,400 years ago which can still serve as a motto for all art critics. "Sana brevis, vita longa, ars longa, et iudicium difficile."



DR. FRANK HENMAN JR., biologist of South America, has painted a scene of a break from hunting while returning from Japan on a boat. The scene is a view of the

mountains, where he was hunting for a new species of birds. The scene is a view of the mountains, where he was hunting for a new species of birds. The scene is a view of the mountains, where he was hunting for a new species of birds.



DR. J. LOUIS JACK, physician of New York, painted this realistic scene of an operation performed during a conversation of surgeons in Philadelphia.

The physicians were experimenting with various green robes to provide the patient with bright lights. Dr. Jack often uses his own patients as models.

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On these trays are shown 13 different cuts of meat, out of the 200 or more which are available at your market from time to time.

THE PAINTERS



DR. FRANK HINMAN JR.

All the doctors whose works on painting subjects were also recognized in a magazine as special interest subjects of the U.S. Army Medical Center. Dr. Hinman works only a few hours a week on his *Doylestown*. He finished it in four days, now has it hanging in his country home at Woodside, Calif.



DR. R. W. CHAMBERLAIN

After painting casually for several years, Dr. Chamberlain became so absorbed in this pleasant pastime that he took time out of his busy day to paint. He is now painting in the small town of Longmont, Colo. Dr. Chamberlain likes to paint peaceful landscapes, like his *Golden Gate Bridge*.



DR. DANIEL B. HAYDEN

Dr. Hayden has been teaching anatomy of the ear for the past 40 years. As a result, he teaches his students at the University of Illinois in Chicago to make sketches of ear specimens; he himself makes drawings. *Surrealistic Ear*, shown on p. 98, was not a classroom exhibit.



DR. G. HARVEY AGNEW

While in San Francisco, Dr. Agnew went down to Fisherman's Wharf, made a sketch in two hours, reworked it later into the finished painting, *A Day in Port*, which now hangs in his home. After working 10 years, Dr. Agnew has written several articles urging people to take up art as a relaxation.



DR. WILLIAM S. BOYD

Two years ago, while looking at professional artists' works, Dr. Boyd told his wife that he thought he could paint as well as some of them did. As a challenge, she gave him a paint set, and since then the doctor has been painting in his living room, turning out pictures like *Fall Morning in Georgia*.



DR. J. LOUIS JACK

So enthusiastic is Dr. Jack about painting that he has made himself a huge 40x30-foot studio on the third floor of his Connecticut home. Here he often paints all night after a day's work of doctoring, insists that he finds it as refreshing and almost better than a good night's sleep. Mrs. Jack also paints.

*Did my ears prick up
when I heard that!*



and whose wouldn't? Mr. Bob and that man with the briefcase were having such a serious discussion (they were talking about me).

"My wife's about 24," Bob was saying.

"Then she has many happy years ahead," the stranger replied. "Have you considered the income she would need for clothing, food and shelter, if she had to manage alone?"

"Yes, but she could get a job," Bob said, "and what about Social Security?"

Her Social Security benefits would be suspended, if her job paid more than \$15 monthly. And Social Security alone would pay her only \$50 to \$60 a month.

I really had my ears well forward by this time. Imagine raising and edu-

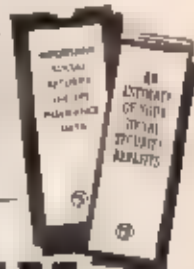
cating my son on \$50 a month! Why but now he was explaining how something called "Insured Income Service" could change all that. I didn't miss a single word.

It seems "Insured Income" Service is a new Mutual Life method of teaming up Social Security with life insurance, to assure maximum benefits from both. A program we could afford right now would take care of little Jimmie and me, even if something happened to Bob. And if all went well, Bob and I would have an income for our retirement years.

Believe me, I lost no time getting into the living room when Bob called me. I knew we were both interested in what that Mutual Life representative had to offer.

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How much do you know about the Social Security for which you are now paying? If you are a resident of the United States, we invite you to mail coupon for our illustrated booklet explaining your future benefits from Social Security. Included in a convenient file for official records you will need to avoid costly delay in collecting your Social Security benefits.



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Alexander E. Patterson
President

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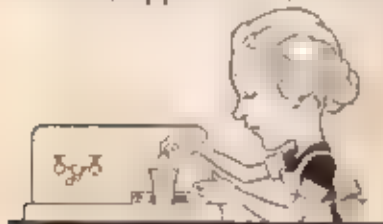
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Next time your vitals disagree
And gases start to rise,
Try Alka-Seltzer for RELIEF.
And get a big surprise.



I go for Alka-Seltzer
When headaches pick on me.
The sooner I get rid of them,
The happier I'll be.



Stock up on Alka-Seltzer.
That's what folks do today.
To lessen their discomforts
When COLDs are holding sway.



It happens every time. After
you've used the last tablet of
Alka-Seltzer to ease an upset
stomach, someone else in the fam-
ily needs Alka-Seltzer to relieve a
headache. To be sure that Alka-
Seltzer's there when anyone needs
it, here's the wisest thing to do:
Instead of buying one, buy two.

Alka-Seltzer



THE ROBBER with his tag—*seven goals* played by Star Camerling Phil Severn, caught in a net—the same cop who are full, as seen in the

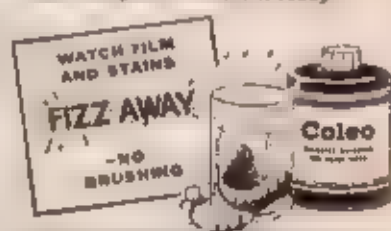


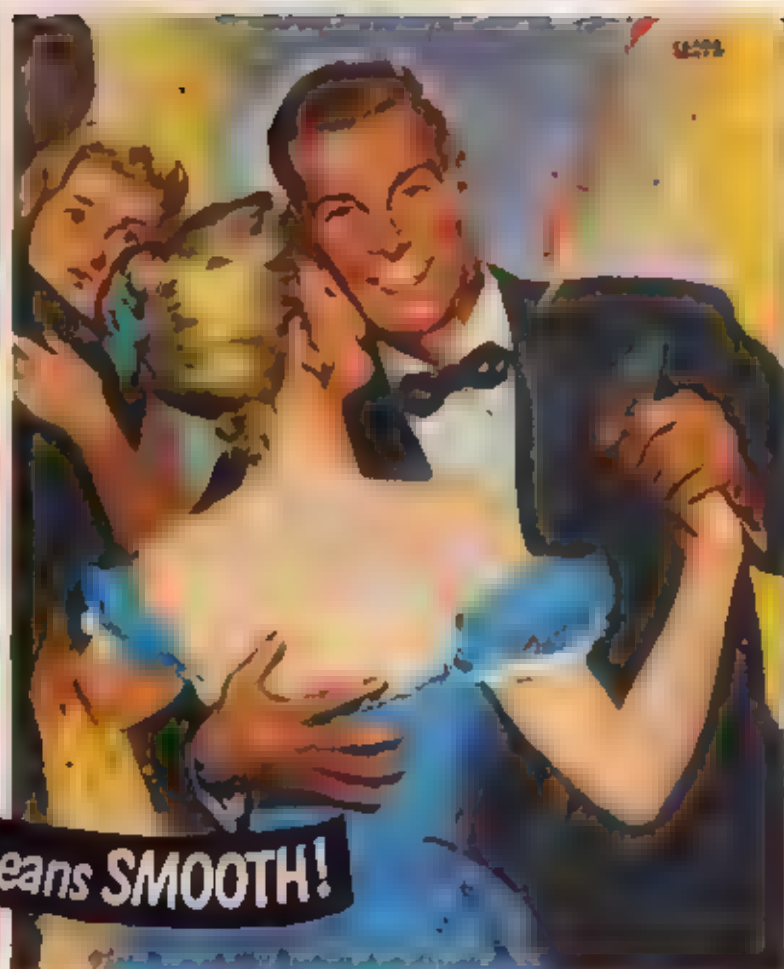
GRAND FINALE winds up with a human pyramid of cops and cuties. Like most everything else in the ballet, the U.S. flag is a touch of irrelevant lunacy.



**"New COLEO cleans
FALSE TEETH cleaner!"**

SCORES of actors and actresses
tested new Coleo on their own
costly dentures.
8 out of 10 tested preferred Coleo to
all other types of denture cleanser.
For a try and see it.
Coleo gets false teeth really clean!
False teeth cleaned with Coleo sparkle
like with a pair of eyes. Have a fresh,
pleasant taste.
It will flex away food particles
and remove "yellowing".
Now get off off old breath from
dentures cleaned with Coleo. Try now
to see what a fresh, pleasant
taste your false teeth today!





Fact! Your motor runs

Cleaner and Smoother

on *NEW* Improved
100% Pennsylvania

Veedol
MOTOR OIL



THE FILM OF PROTECTION



TREAT your engine to a crankcase full of new VEEDOL. Then you say good-bye to harmful, corrosive compounds that attack bearings and other vital parts.

It's a fact! There's new magic in VEEDOL—magic that checks the formation of harmful, corrosive acids, and actually makes your motor run *cleaner*. A *cleaner* motor is *smoother-running*—and it's easier on gasoline and oil.

Remember, too, VEEDOL is still the "fighting film of protection" made 100% from Bradford, Pennsylvania, crude—the world's finest. So drive in at the VEEDOL sign for the oil that's "naturally better" and now *improved* to give your motor the "CLEAN-SMOOTH" treatment.

I love to have



MERRY CHRISTMAS
Bing Crosby sings
Silent Night,
Advent Feasts,
White Christmas,
God Rest Ye Merry
Men, and more.
Home for Christmas
with the
Father, with the
Anders Sisters,
Joy & Be, and
Santa Claus com-
ing to Town. 8
sides, 10 inch. No.
A-550 \$3.75

Mummy said to ask for



THE SMALL ONE
Bing Crosby in a
new Christmas
story with an eter-
nal home. Written
by Charles Tazewell. Has support-
ing cast and music.
4 sides, 10 inch.
No. DA-355 \$2.50



How about

THE HAPPY PRINCE
Bing Crosby and
Owen Waters in a
tender and lyrical
story by the author
of the hit "The
Four of Us".
4 sides, 10 inch.
No. DA-420 \$2.50

THE CHRISTMAS SONGS
Bing Crosby No. 1-14
Dick Haymes No. 2-169

It seems they
all want
DECCA
RECORDS



and don't forget



TWAS THE NIGHT BEFORE CHRISTMAS
Fred Waring, the
Big Band, soloists
and orchestra read
the "Twas the Night
Before Christmas."
Silent Night, Holy
Night, Angels
Hail the Lord
Newborn King.
10 sides, 10 inch.
No. A-480... \$3.75

I sure hope I'll get



DICK HAYMES—CHRISTMAS SONGS
Includes "O Little
Town of Bethlehem,"
How Gay in the
Winter, "The Song
of the Sleigh,"
The Star, The
First Noel, and
The Christmas Song.
10 sides, 10
inch. No. A-58... \$3.00



Make mine

THE LITTLEST ANGEL
Lorena Young in a modern
Christmas classic by Charles
Tazewell. Full choir and or-
chestra. 6 sides, 10 inch. No.
DA-499... \$3.00

I can't wait to get

THE SLEPISH GIANT
Fred Waring and
the orchestra
whose heart is
as big as his
body. Full cast
and music. 10
sides, 10 inch. No. 114
\$2.50... \$2.25



Please send me



A CHRISTMAS CAROL
Ronald Colman as
Scrooge in this
classic come to
life. Full cast and
music. 12 sides,
10 inch. No. A-299
DA-299... \$3.85



I'm counting on you for

THE SONG OF CHRISTMAS
The story of the
Christmas told in
carols and biblical
verses. Fred Waring
and the Pennsylvania
Guards. 10
sides, 10 inch. No. DA-497... \$3.00

A CHRISTMAS GUY
Tender tale told by John Neibart. Full
cast. 4 sides, 10 inch. No. DA-57... \$2.25

I'll look under the tree for



ALICE IN WONDERLAND
G. Near Rogers as
Alice in the largest
telling dramatic
album ever pro-
duced. Songs, mu-
sic, full cast. 6 sides,
12 inch. No. DA-376
\$3.85

MR. PICKWICK'S CHRISTMAS
Charles Laughton in 17 scenes classic.
4 sides, 12 inch. No. DA-379... \$7.85

WHITE CHRISTMAS—Four Chances of Seven Different Records

Bing Crosby, No. 23778 Ink Spots, No. 24140
Guy Lombardo, No. 23738 Ethel Smith, No. 24142
Carmen Cavallaro, No. 24141 Joche Heifetz, No. 23376
Jane Crawford-Harry Breuer, No. 24143

Each... 75¢

PEOPLE



U. S. JOURNALIST Henry Wallace paused during his tour of Palestine for *New Republic* to take a look at a reliquary containing pieces from True Cross. Holding reliquary is a monk from Texas.



BRITISH FIELD-MARSHAL Bernard Montgomery, who won his greatest fame commanding the 8th Army at El Alamein, topped by Royal Albert Hall just weeks from reunion with soldiers who fought the battle. Now head of British army, Monty got cheers from his old troops, an even warmer greeting from Entertainer Greta Garbo (above).



JAPANESE LEGISLATORS, faithful to the customs of their country, politely lined up at home plate of Tokyo's Doolittle Field and bowed to

each other before the baseball game. The House of Representatives (left) beat the upper chamber, the House of Councilors, (right) by score of 22-3.



Sterling silver Coffee Pot made in 1767
the London silversmith, Thomas
Chubb (Courtesy Museum of Fine
Arts, Boston). You will find the same
beauty of craftsmanship and design in
Watson's lovely Windsor Rose pattern.

The Beauty of Silver Masterpieces

in Modern Sterling for You!

CHOOSE for your Sterling modern silver as lovely as the masterpieces of the past.

Compare the deep-cut beauty of this 18th century coffee pot, still clear and distinct after 180 years, with Watson's lovely Windsor Rose pattern. See how closely Watson has followed the graceful floral design. See how Watson craftsmen — in depth of cut, clearness of detail, harmony of proportion — have created a masterpiece for today's bride that will stay just as lovely through the years.

You will find this same beauty of design and workmanship in each

of the eleven other Watson Sterling patterns.

When you can have so much — so easily — would you be satisfied with anything less in the Sterling you choose for your own?

See Watson Sterling at most good jewelers' now — any of the five patterns here, or Meadow Rose, Foxhall, Colonial Fiddle, Colonial Antique, John Alden, Lamene and Windsor Manor. You'll find the prices surprisingly moderate for Sterling of such beauty and distinction. The Watson Company, 14117 Watson Park, Attleboro, Mass.

Watson Sterling

MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

PEOPLE CONTINUED

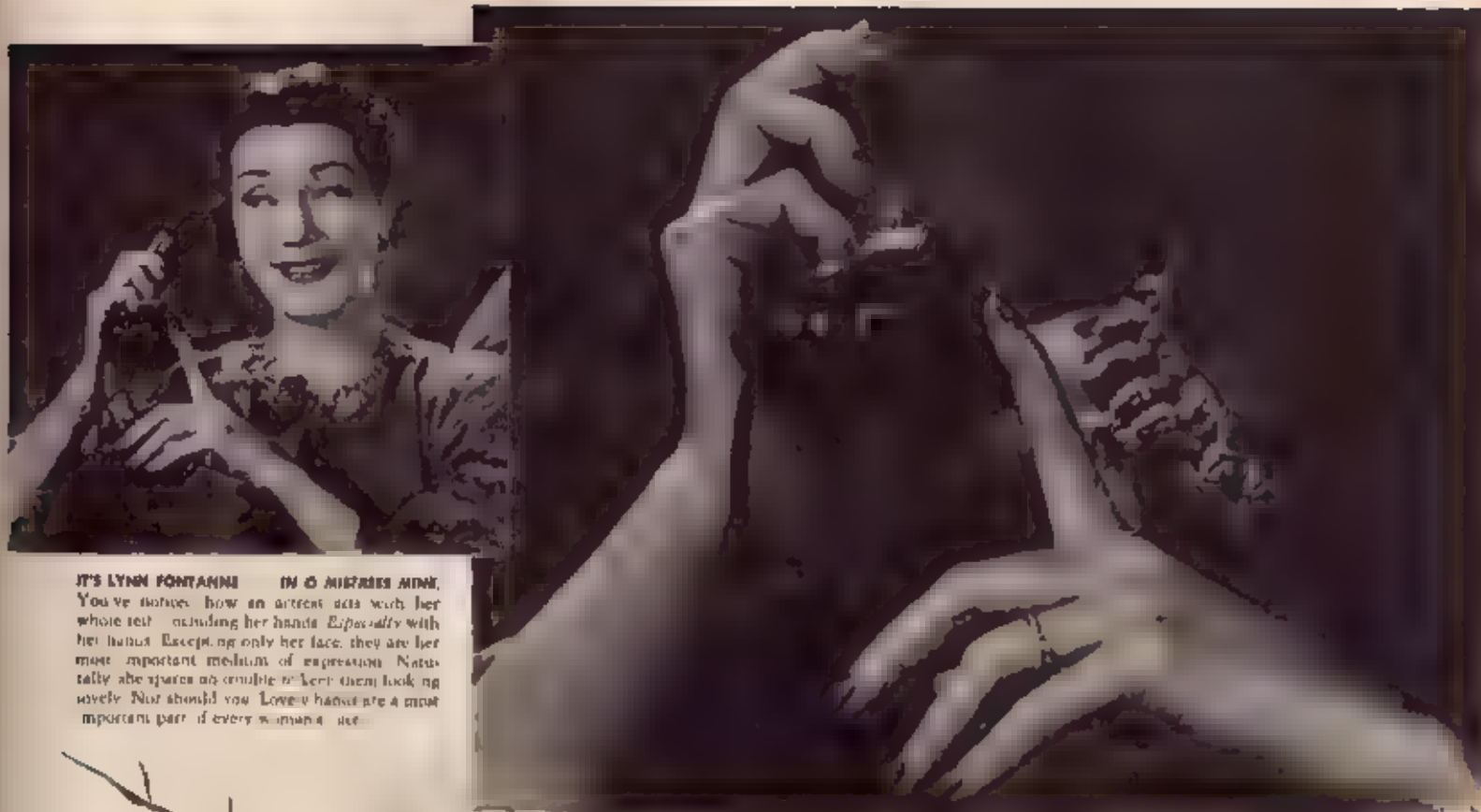


GENERAL Ralph C. Tolin (ret.) (left) is 57 years old and formerly commander of New York's social 7th Regiment National Guard. Mrs. Hamilton Fish Webster (above in 1939) is 80 years old, a figure in Newport society and heir-ess of a \$1,260,000 trust fund. On Oct. 22 childless Mrs. Webster legally adopted bachelor Tolin. The partnership will provide Mrs. Webster with a dashing escort for Newport social functions. It will also entitle Brig. General Tolin to the part of his new mother's wealth not tied up in the trust.



GENERAL Eisenhower, who is producing more campaign pictures than any would candidates for the C.O.P. nomination, last week produced another. Occasion: a visit to his home, dedicated as a national shrine, seven months before convening time.

CONTINUED ON PAGE 110



IT'S LYNN FONTANNE IN *O MISTRESS MINE*. You've noticed how an actress acts with her whole self—including her hands. Especially with her hands. Excepting only her face, they are her most important medium of expression. Naturally she spares no trouble to keep them looking lovely. Nor should you. Lovely hands are a most important part of every woman's self.



"You cream your face to keep it smooth and lovely...well, CREAM YOUR HANDS too!"

It's like a landslide!—the way well-groomed women are changing over to cream for hand care.

TO PACQUINS!

MORE WOMEN USE PACQUINS

THAN ANY OTHER HAND

CREAM IN THE WORLD!

THE "FONTANNE OF YOUTH" final act of the scene is a quick but thorough application of Pacquins Hand Cream. On the stage," Lynn confides, "I laugh, love, I cry—I plead and promise with my hands. Naturally, they must be *lovely* for so much emotion. Thanks to Pacquins, they are. Always."



advises **LYNN FONTANNE**

PACQUINS is the hand cream she uses...this beautifully groomed aristocrat of the theatre.

"DOESN'T it make sense that the skin of your hands needs cream just as the skin of your face? It does to me, says Lynn Fontanne, "that's why I choose wonderful Pacquins!"

Yes, wonderful" is the word for Pacquins.

It *feels* wonderful when you massage it onto your hands.

Your hands *look* wonderful—patrician, creamy. And Pacquins' scent is wonderfully well bred.

Wonderful too is its super-efficiency *without* being sticky or greasy.

Try a 12-second massage with Pacquins morning and night. And don't be surprised if women say, "Darling! What are you using on your hands?" And men say simply, "Darling!"



OLINVA WESTBROOK, REGISTERED NURSE, adds "Pacquins' action on the skin of the hands is wonderful. We nurses—and doctors—scrub our hands 50 to 40 times a day. Pacquins Hand Cream was made for us. I use it faithfully. Pacquins Hand Cream was originally formulated for the use of nurses and doctors."

for "dream" hands—
cream your hands

with
Pacquins
HAND CREAM

As any drug,
discontinue use
if skin irritation
occurs.



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EVERY day more Americans say goodbye to old-fashioned pencil-sharpening and switch to the modern, easy way of writing—with Scripto long-lead pencils. The largest-selling mechanical pencils in the world! Always sharp, always ready to write fast and sure today! At stores everywhere, 20c to \$1.30. Scripto refills, leads and erasers, 10c a pack. — Scripto, Inc., Atlanta.

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PEOPLE CONTINUED



TEST-TUBE BABY Ann Marie Steward, 4, and her mother have posed a fine legal question to a New York City court: Is getting her strange 14-year-old father the custody of the child Mrs. Steward testifies that her husband has always been a cold and that with him as absent the child was raised by her alone as a mother. Thus, she now argues, makes her the child's sole legal parent.



FUGITIVE MURDERER Robert J. Collins, 36, was rearrested last week in Bucks County, Pa., 12 years after escaping from an Alabama prison where he was serving a life sentence for a killing during a bank robbery. Since his escape he has acquired a wife, two children, a business of his own and such an excellent reputation that his neighbors are now trying to have him released.



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Worldly Black Slip IN YOUR OWN DRESS SIZE

Now Textron brings you the smooth sophistication of Paris...

...in a sleek, polished black rayon satin and finishes three inches of Valenciennes lace at the top and bottom.

Tailored like all Textron creations with a most precision — with tiny stitches, no center seams. Cut to fit exactly like your dresses at the bust, waist and hips — and in the new, longer length! Also in romantic Heaven Blue or suave Snow White in dress sizes 12 to 24 average. About \$500 at leading stores throughout the country.

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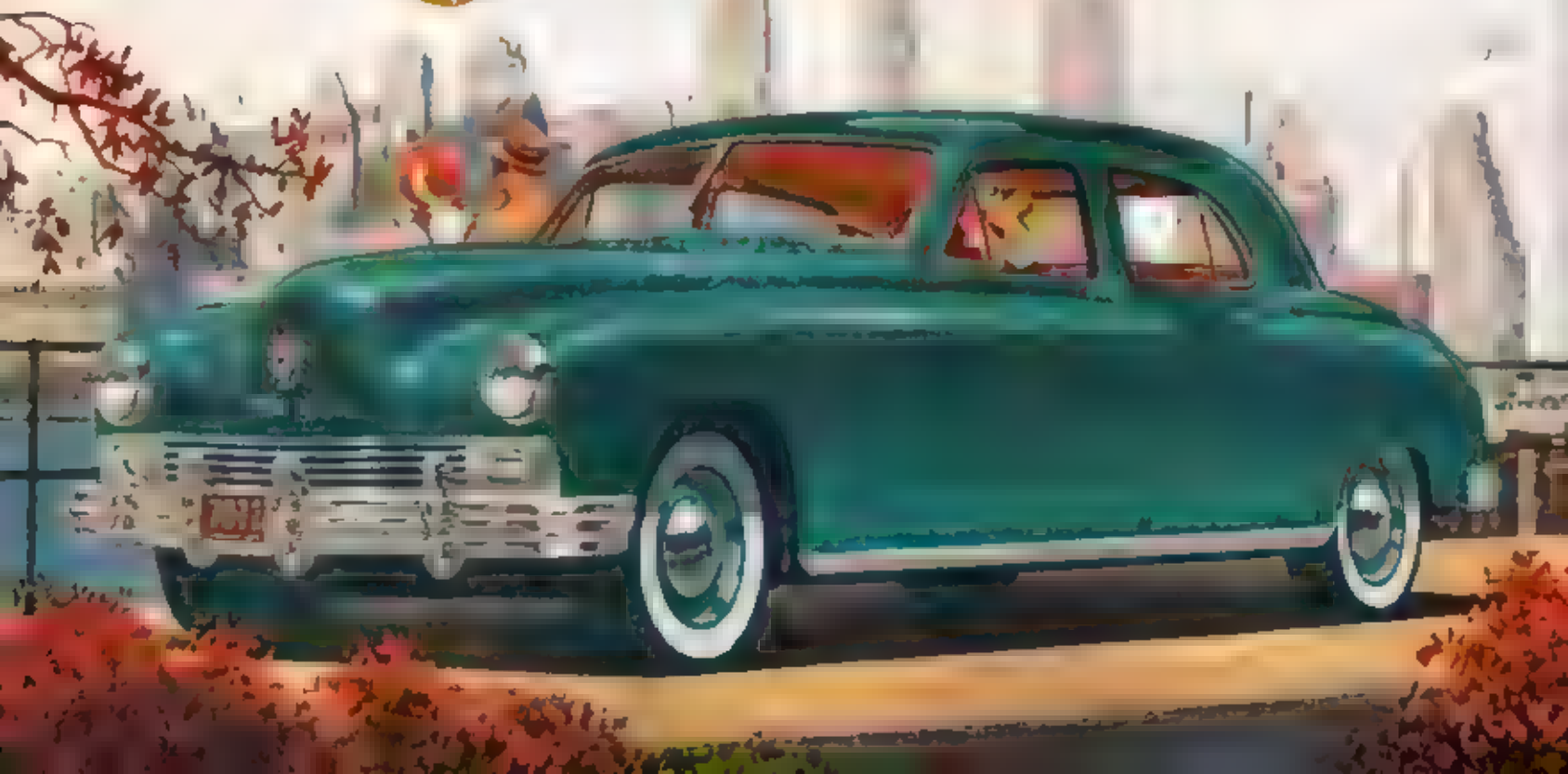
KAISER 

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or a Frazer!**

There are now more than 100,000 owners of KAISER and FRAZER cars! You, too, can get one of these 1946 postwar automobiles, and at the *regular* price, with or without a trade in— from any one of our more than 4,000 dealers. For, despite the same hampering material shortages which afflicted the rest of the industry, Kaiser-Frazer became the world's *fourth largest manufacturer of automobiles* way last spring— just one year from a standing start! That's the reason your neighborhood Kaiser-Frazer dealer is delivering *now!*

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FRAZER





THE GRAND OLD MAN OF METHODISM, DR. JOHN R. MOTT, CARRIES ON THE EVANGELISTIC TRADITION OF HIS CHURCH

THE METHODIST CHURCH

Its strength lies in its great energy

The early fathers of the Methodist Church two centuries ago made their greatest appeal to sinners by affirming strongly that any man who led a good life, not merely the pious, need not feel a way to heaven. This new and democratic outlook gave an evangelistic zeal to save the world caused Methodists to take an interest in the lower classes who in spectacular numbers responded. This in turn helped the church grow rapidly. Today the Methodist Church, though still young as Protestant churches go, is the largest Protestant body in the U.S. It has more than 8 million members and 16,000 church buildings. By now much of its early evangelism has ended except in great leaders like John R. Mott (above) and its simple faith in a democratic heaven pervades most Protestant churches. But in a world where men are turning again to the churches, Methodism offers a spiritual faith which is plain and understandable. In an unprosperous world its activity last year cost but 1 more money to churches than in any other Protestant church.

Methodism's founder, John Wesley (insert right) who took the word of his parish, was a man who paid special attention to fine points of theology and considerable attention to a rigid routine of prayer, good works and Christian communion. It was his insistence on a methodical approach to worship that

gave Methodism its name. Though methodicalness is no longer distinctive of the Methodist Church, a casual approach to theology still is. It is enough for a good Methodist to know that sin exists without disputing the finer points of whether it was Adam or Eve who should be held responsible. Even in styles of baptism, a matter of great concern in some churches, many a Methodist is equally sure whether he has been totally

immersed in a creek or only sprinkled. Methodists are inclined to a good deal of praying and to attend church regularly. Once opposed unabashedly to such practices as smoking and drinking, the church now takes a firm stand only against drinking. While its strictness has aided the church open to charges of narrowness and bigotry, the church has answered by pouring its energies into large social issues. The Methodists were the first to take a firm position and for better or ill keep conditions. In 1900 they issued their famous Social Creed, which openly opposed child labor and favored labor unions. The Methodist Church has also been a leader in the growing movement to unite all the Protestant churches into one. It set an example itself in 1939 by uniting its own episcopalians and presbyterians for the formation of the Federal Council of Churches of Christ in America, which is the first interdenominational church union in the U.S.





GEORGE WHITEFIELD Wesleyan colleague and a booming voice was called "the squint" because he was cross-eyed.

FOUNDING

Pure and pious John Wesley was a wonder even to himself

John Wesley, born in 1703 in Epworth, was, when a young priest of the Church of England, an earnest man in an age of religious indifference. As a missionary in America he tried to impose on the Indians of Georgia all the formality and ritual of the church. When the girl he loved married another man, he excommunicated her from the church. Back to England one day in 1738, he had a revelation: "I felt my heart strangely warmed," he said. "Christ had saved me from the law of sin and death." His friend George Whitefield had the same experience. Together the two set out to preach men that Christians could save them and to move them to righteousness. They worked in slums and prisons, heard of as friendly strangers. The Methodist movement grew and, after Wesley's death at 88, steadily separated from the Church of England. In his lifetime Wesley preached more than 40,000 sermons, a record which moved him, at his own death, "I am a wonder to myself."



CHARLES WESLEY, brother of John, wrote the 100 Methodist hymns that are "O for a thousand tongues to sing."



WESLEY AT OXFORD was leader of the Holy Club, a group of pious students. They met in rooms of Wesley, standing right. Here Methodists had to go to Spartan rules of prayer regularly and receiving Communion weekly as a group.



ON THE WAY TO AMERICA in 1740 Wesley sailed with 25 men singing Morning Exercises with the captain. The next morning, greatly surprised Wesley found the sexton by during a storm which frightened the other passengers (the legend).



STREET SERMONS IN ENGLAND, which Wesley preached after coming back from America, were disrupted by mobs that heckled and threw stones. Wesley did not like open-air preaching because he was barred from pulpits.



IN DOUBLE-DECK MEETING HOUSES, where Methodists often met as their religious society more respectful, Wesley spoke on a chair perched on a table so he could preach to both men and women who were not supposed to sit together.



PHOTOGRAPHIC ARTIST was Francis Ashbury, venerated as first Methodist missionary to America. This scene staged at Drew University, Madison, N.J.



THIS SIGN marks the site of New York's first Methodist church, the Georgia Street church, since named King Avenue, at Milledale.



REFUGION in Northern and Southern Methodist churches, along with third Methodist group, came in 1939, making the Methodist Church whole again.



HUGE CAMP MEETING held by Methodists every summer in a giant arena at Ocean Grove, N.J., where hundreds of thousands of people come to worship.

At the top, a large American flag is high on a pole. To left

TRADITIONS

The circuit riders preached from horseback, and camp meetings saved sinners by scores



of flag, stars, a white cross and, on the right, a large golden bowl. Women and children were to be seen

behind the altar, and a large crowd of people, some of whom were to be seen, were to be seen

and, on the right, a large golden bowl. Women and children were to be seen, and a large crowd of people, some of whom were to be seen

To the American frontier Methodist gave the circuit rider and to Methodism the frontier gave the camp meeting. The circuit riders were preachers who had to make rounds of their several churches by horseback. First American circuit rider was Francis Asbury, who rode 25,000 miles. The traveling preachers went everywhere and the frontier could not get away from them. In Mississippi a pioneer named Nohies came on a new settler unloading his wagon. Another Methodist preacher complained the other: "I left Virginia for Georgia and Georgia for here to get clear of them. My friend returned Preacher Nohies, if you go to heaven you'll find Meth-

odist preachers, if you go to hell. I'm afraid you'll find some, and I'm afraid how I'll find some, so you had better make terms with us and be at peace."

In the backwoods Methodist found the Protestant camp meeting and adopted it as its own. To these open-air religious rallies came the shouting evangelist preachers, who shouted and sang and the old and young who would listen and sing and sing with them. The circuit rider carries on among preachers who today travel their parishes by horse. The camp meeting carries on most strongly at Ocean Grove, N. J., where thousands come every summer to attend the spectacular services (above).



METHODIST MINISTER, the Rev. Thomas Adahood, 56, arrives at Wilmington, Ok.—Methodist Church ready to teach the Sunday school lesson from the

pamphlets he holds. Like all Methodist ministers Adahood moves from church to church every ten years, served six churches before he came to Wilmington in 1945.

A CHURCH

Members enjoy Sunday worship
and a busy, friendly social life

Of the 7,500 people in Wilmington, Okla., one in ten belongs to the Methodist Church, a \$100,000 brick building of vaguely Gothic architecture which has a large auditorium, a stage, several small classrooms and a kitchen. The Wilmington church is a little bigger. There are a few other Methodist churches, but in almost a father was it representative of the community. His congregation is a cross-section of U. S. Methodists: the respectable farmers, a small bourgeoisie who enjoy church-going and are a little stricter in the way they live. Last year they contributed more than \$5,000; their church spent \$3,000. We at Oklahoma are not so much for the poor and underprivileged support Negro colleges in the South.

They are not the kind of people I think are best religion. If they are, explain to me that one (I said) which a farmer says he sees by the lake here. It was a man that comes here to get a lot of good work. I am the judge that he supply to be very a the school a good influence.

[illegible]

steps in the development of the land use plan for the area.



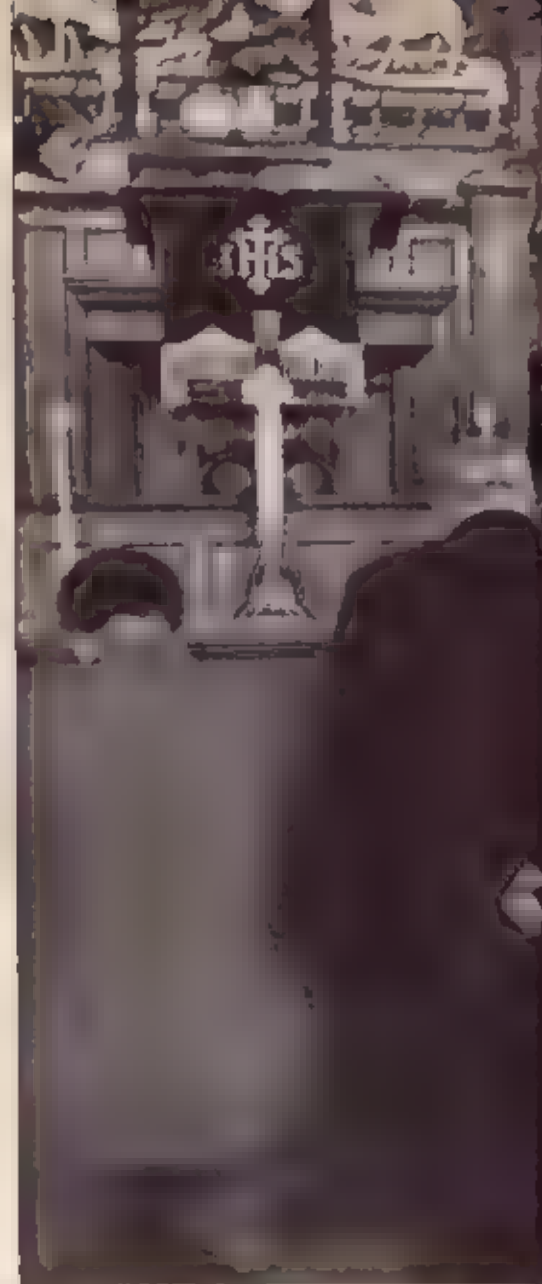
'HOLY HOLY HOLY LORD GOD ALMIGHTY sing the praises of
of Wilmington Methodist Church as morning worship service opens. Methodist

encourages singing as a way for members to take part in worship. This Sunday in Warrington, for example, there are about 150 people, somewhat better than average.



PAS. ORAL All as made by the Hwy. Dept. of
Winnipeg. Motorist at March on Hwy. 1. by Hwy.
72. no other meaning of a road sign. Hwy. 72.

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[illegible]

PRAYFUL MINISTER kicks football at the base of one of his new members. Store Number 7 was his nose, he retreat from the paragon. A church parties for Rev. Thomas Adams willingly enters into the fun, even he pret to wash one's



ON PARSONAGE PORCH the Rev. Addams and wife. They met at a missionary convention in England. She sings in choir, attends all church women's meetings. His salary is \$3,600 a year plus the nine-room parsonage rent free.



to receive bread and wine grape vine. All during the service the choir sang hymns. There was a garden filled with blooms.

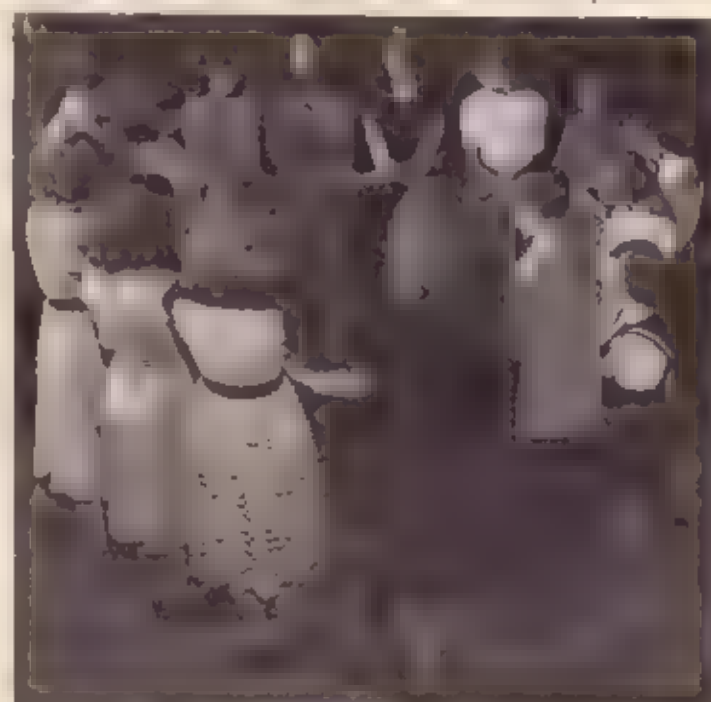


SUNDAY CLASS in Sunday school brings 50 women together to read the lesson from the Wesley Quarterly, an official church lesson book, brought

portrait of Wesley. He usually has his hands clasped in prayer, and he carries each lamp a covered dish of food for a poor man.



PREPARATORY MEMBER of the church, after instruction and prayer. To become full members he must first be baptized and receive a Methodist Church, then publicly declare his faith in them at a time of congregation.

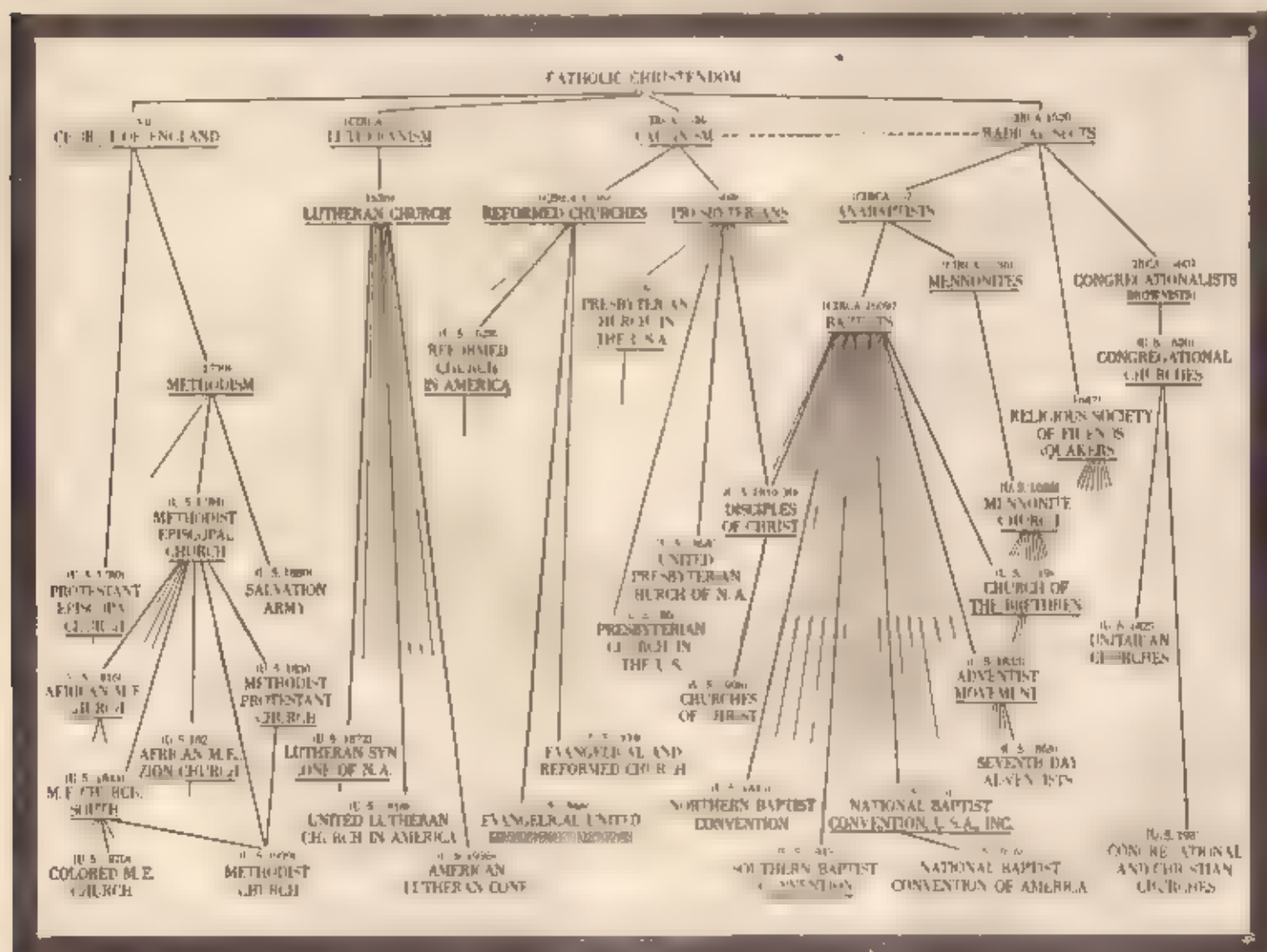


CHURCH PRAYER. Methodist church members observing by Methodist Youth Fellowship, a Sunday night service. The church is a new one, recently served by a young people. A new service of prayer and singing is held.



ACTIVITIES of the Methodist Church of Wilmington are directed by the officers and committees of which most of whom are elected. They vote on church matters as the delegates to the annual conference. They represent: 1) minister; 2) chairman, Board of Education; 3) chairman, Board of Stewards; 4) chairman, Board of Trustees; 5) president, Women's Society of Christian Service; 6) six members of the Board of Trustees; 7) six members of the Board of Stewards. Next come the chairmen of the various committees: 8) Literature and Publications; 9) Status of Women; 10) Spiritual

Life; 11) Supplies; 12) Children's Work; 13) Student Work and Young Women and Girls' Work; 14) Christian Social Relations and Local Church Activities; 15) Missionary Education. Members of the Board of Education represent: 16) Young Adults; 17) Student Work; 18) Boy Scouts; 19) Youth Fellowship. In the lower row stand representatives of the committees of the church: 20) Evangelism; 21) Treasurer; 22) Music (also Choir Director); 23) Genealogy; 24) Temperance; 25) Stewardship; 26) World Peace; 27) Hospitals & Homes; 28) Records; 29) Auditing; 30) Nominating Committee; 31) Finance; 32) Membership



FAMILY TREE of Protestantism shows the descent through centuries of modern U.S. churches from Catholic Christendom. The great separatist movements are shown at the top: Lutheranism, Calvinism and Radical Sects which are connected to Calvinism by a dotted line because many leaned toward the austere teachings of John Calvin. The Church of England separated on political grounds (upper left). From these four 16th Century movements many churches formed in Europe, came to America and separated from their parent bodies as indicated by

U.S. dates. The fans of lines shown in the chart represent independent churches in America which grew out of the individual movements, each line representing a single church. Those named, with the dates of their founding, are most of the large or historically important churches. The graph also shows the union of three major Methodist branches in 1939 (lower left) which split in the 19th Century. Since Protestant theologies overlapped each other during their growth, a graph like this has rarely been attempted. It is an extreme simplification, showing each church only in relation to the movement with which it is most closely connected.



YOUNG METHODISTS OF THE WILMINGTON CHURCH



Featured in this Sinclair Opaline magic are
JOAN LESLIE AND JACK OAKIE
 starring in Eagle Lion films
 "NORTHWEST STAMPEDE"

LIKE MAGIC

Premium Sinclair Oil gives your car more power

It's magic when movie stars materialize on a crystal ball. It's the magic of petroleum chemistry when *premium* Sinclair Opaline Motor Oil actually gives your car more power.

Premium Opaline gives your car more power because special chemicals are blended into this modern

motor oil at the refinery. These chemicals clean carbon, sludge and other power-stealing deposits from cylinders, rings and pistons. *Premium* Opaline cleans as it lubricates.

Get more power from your car. Save on gasoline and oil. Ask for *premium* Sinclair Opaline Motor Oil where you see the Sinclair H-C Gasoline sign.

**PREMIUM
 SINCLAIR OPALINE MOTOR OIL**
Keeps your motor clean as a whistle

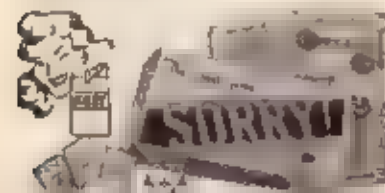


FAMOUS PARKER GAMES



WALT DISNEY'S UNCLE REMUS MARBLE GAME

A gay little "If and Marbles" game. Fun and action. \$2.00



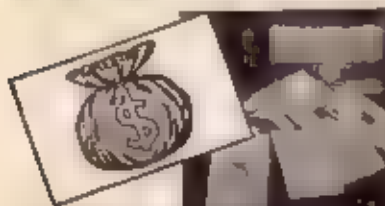
SORRY

Full of surprise moves and unusual plays. One of the best loved board games for players of all ages. \$3.00



MONOPOLY

Most popular of the world's great stock and games. Sets at \$2.00. Famous White Box set with Grand Hotels, removable Bank Tray, etc. \$3.50.



MAKE-A-MILLION

Thousands consider MAKE-A-MILLION the most exciting of card games. Players of 10-18 are especially delighted with this fun & great game. The Bull and Bear and Tiger cards add to the fun. 75c

CAMELOT A fun & exciting game. Fun Checkers. \$1.50

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THE GREAT AMERICAN BOARD GAME \$3.00

CHILDREN'S HOUR Three games in one. \$2.00

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PARKER BROTHERS Inc.

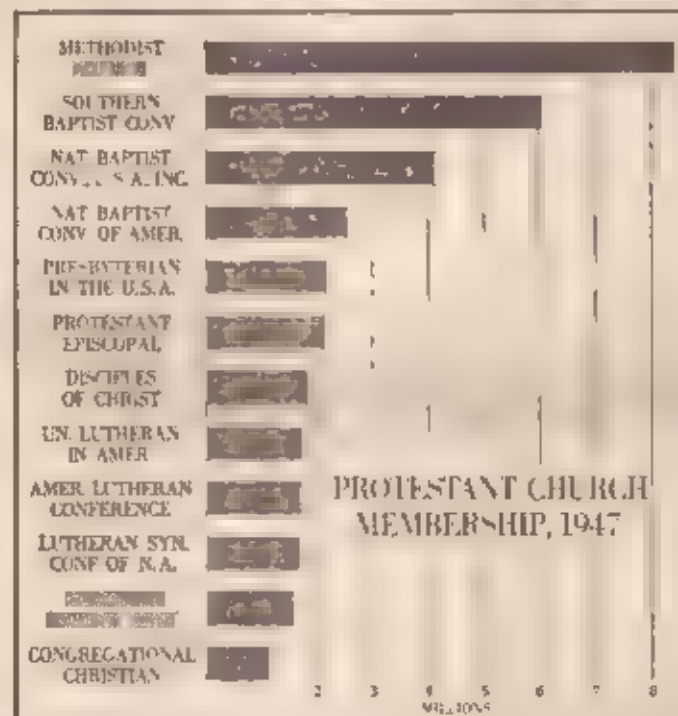
SALEM, MASSACHUSETTS

NEW YORK • CHICAGO • LONDON

| PRACTICES | METHODIST | BAPTIST | CONGREGATIONAL | EPISCOPAL | LUTHERAN | PRESBYTERIAN |
|------------------------------|-------------|-------------|----------------|------------|----------|--------------|
| Minister wears vestment? | NO | NO | NO | YES | YES | NO |
| Altar cross? | Optional | Optional | Optional | YES | YES | Optional |
| Altar candles? | Optional | Optional | Optional | YES | YES | Optional |
| Use incense? | NO | NO | NO | Occasional | NO | NO |
| Kneel to pray? | NO | NO | NO | YES | Optional | NO |
| Stand to sing? | YES | YES | YES | YES | Usually | YES |
| Communion at table? | YES | NO | NO | YES | YES | NO |
| Partaking of bread and wine? | Optional | Uncommunion | Optional | Four | Sprinkle | Sprinkle |
| Wine or grape juice? | Grape-juice | Grape-juice | Grape-juice | Wine | Wine | Grape-juice |
| Drink themselves? | NO | NO | NO | YES | NO | NO |
| Bishops? | YES | NO | NO | YES | NO | NO |
| Confession? | NO | NO | NO | YES | NO | NO |
| After-Communion? | Minority | Minority | Minority | All | All | Minority |

PROTESTANT RITUAL

Of the big Protestant denominations shown in the chart above, Methodists fall between two extremes. On the one hand are the more conservative Presbyterians, who stay in vestments, wear crosses, and on the other the more radical Episcopalians, who stand to sing, and partake of the bread and wine, and drink themselves. All the customs designated here are the usual customs of each church, which may vary widely in practice in individual churches and on special occasions.



PROTESTANT MEMBERSHIP

Among the 12 largest U.S. Protestant churches shown in this chart the Methodist Church stands at top. Baptist churches would be far larger than Methodists if all Baptist branches would unite. The Methodist figure would be much larger if it included 1,500,000 members of big Negro Methodist churches—African Methodist Episcopal, African Methodist Episcopal Zion, Colored Methodist Episcopal, U.S. Protestant membership is more than 45 million. Worldwide Methodist church membership is about 10 million.

FOR BURNS

The thing to use is **UNGUENTINE**

A Norwich Product

*Reg. U.S. Pat. Off.

Norwich

MORE DOGS LIKE

Hi-Life CANNED DOG FOOD

"You'd think I'd cooked it myself!" says the Hi-Life Pup Chef. Yes, Hi-Life is the complete sound food more dogs like. It'll keep the top dog in your life happier, healthier. Money-back guarantee. Get it at your grocer's today.

Ready Foods Company, Chicago

Undies and Sleepers

Hi-Chair to-20-School

Nazareth

THROAT RAW FROM A COLD?

Remember

"More people rely on **LUDEX'S** than any other **COUGH DROPS**"

Medicated for **SANDPAPER THROAT**

LUDEX'S MENTHOL COUGH DROPS

5c



What's wrong with this pitcher?

The pitcher is the umpire, too. He'll call his own pitches—and what kind of a ball game is that?

We have the same situation in our business. Government—which regulates the electric companies—is in competition with them!

The electric companies recognize their basic obligation to supply continuous and dependable service. They have provided America with the most and the best electric service in the world. Electric rates have been lowered steadily until today the average family

gets twice as much electricity for its money as it did 20 years ago.

Yet today government sets up politically managed electric agencies, and runs them by a different set of rules. They receive subsidies, pay little or no interest on money they borrow, pay no Federal taxes.

If it can sell electricity on this basis, government can sell anything else the same way!

We believe that the people who work in our companies, as well as the people who have invested their savings in them, deserve the same

protection from political attack that most other people still enjoy. When the umpire plays, too, should he call his own pitches?

* * *

It is to your benefit to know the facts about your electric service, and to ours to have you know them. That's why this advertisement is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES*.

*Name on request from this magazine.

Listen to the Electric Hour—the HOUR OF CLARENCE
Sundays, 4:30 P. M., EST, CBS



It's "The Bishop's Wife." Cary Grant plays an out-of-this-world guy with a worldly touch: the most wonderful thing for some wonderful people including Loretta Young, David Niven and Muriel Woodley.

The
BISHOP'S
WIFE

THEIR CHURCHES

The name on the door of a Methodist church is almost the only way of telling it from any kind of Protestant church. Methodist architecture makes free use of any style which happens to suit the taste of the individual congregation. Some Methodist churches look as Old English as the early cathedral-type Episcopal churches. Others are as simple as the white-steeped Congregationalist churches. I say the Methodist Church publishes an architectural guide for congregations which are in doubt. Below are shown eight typical U.S. Methodist church buildings.



(1994, 1995, 1996, 1997)



WESTWOOD, N. J.



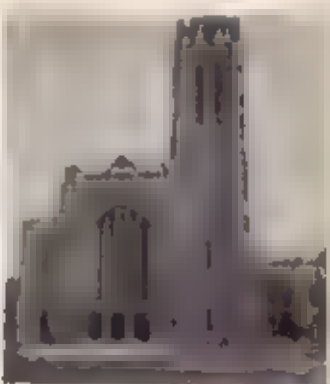
TUCSON, ARIZ.



NUTTLEY, N. 1



LOS ANGELES, CALIF.



CHICAGO, ILL.



EAST MEADOW N Y

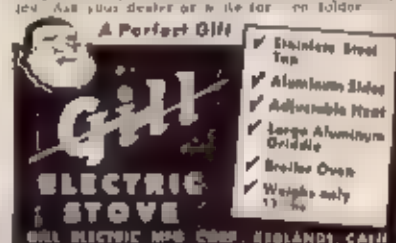


COVENTRY N. Y.

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ROASTS
BROILS
TOASTS**



DOES A BIG JOB IN A SMALL SPACE

[illegible]

Fine
 Indoor
 & Outdoor
 Pictures
 for the most
 memorable
 with the new
 FEDERAL

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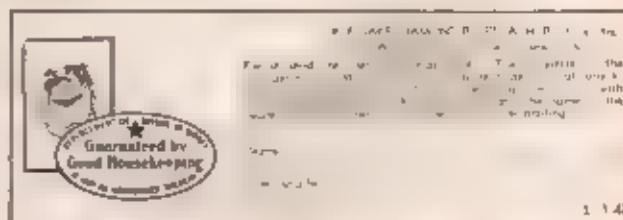
EXTRA Slide of Famous Federal
Images and Microscope
• **Best! Best! Best! MPF-8 & the 4000 DAP**
HARRISON'S MICROSCOPE



Never a Love so True... Never a Ring so Cherished.

Make her the happiest girl in the world with the most treasured of all diamond rings, a genuine registered Keepsake. Only one diamond in hundreds meets the exacting standards of quality and value which Keepsake has maintained with distinction through six decades. For your protection, identify Keepsake by the name in the ring, and the nationally established price on the tag. Let comparison prove that a genuine registered Keepsake Diamond Ring gives you finer quality and greater value than an ordinary ring of the same price. A wise selection is assured by the Keepsake Certificate of Permanent Registration and Guarantee. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$3000.

| | | | |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| A CONRAD Set
Engagement Ring \$475
Also \$25.00 | B HUDSON Set
Engagement Ring 300.00
Also \$25.00 | C PARADISE
Engagement Ring \$100.00
Also \$27.00 | D LADY DIANA Set
Engagement Ring 625.00
Also \$27.00 and \$50.00 |
| E MEADOW Set
Engagement Ring 300.00
Also \$20.00 | F JORDAN Set
Engagement Ring 800.00
Also \$40.00 to \$75.00
Also \$25.00 to \$50.00 | G CHRISTINE Set
Engagement Ring 425.00
Also \$25.00 to \$50.00
Also \$25.00 to \$50.00 | H HEATHER Set
Engagement Ring 365.00
Also \$25.00 to \$50.00
Also \$25.00 to \$50.00 |
| I ARCADIA Set
Engagement Ring 175.00
Also \$20.00 | J COUNTESS
Engagement Ring 225.00 | K EVE Set
Engagement Ring 135.00
Also \$20.00 | |



Traditionally through Six Decades the Choice of America's Loveliest Brides



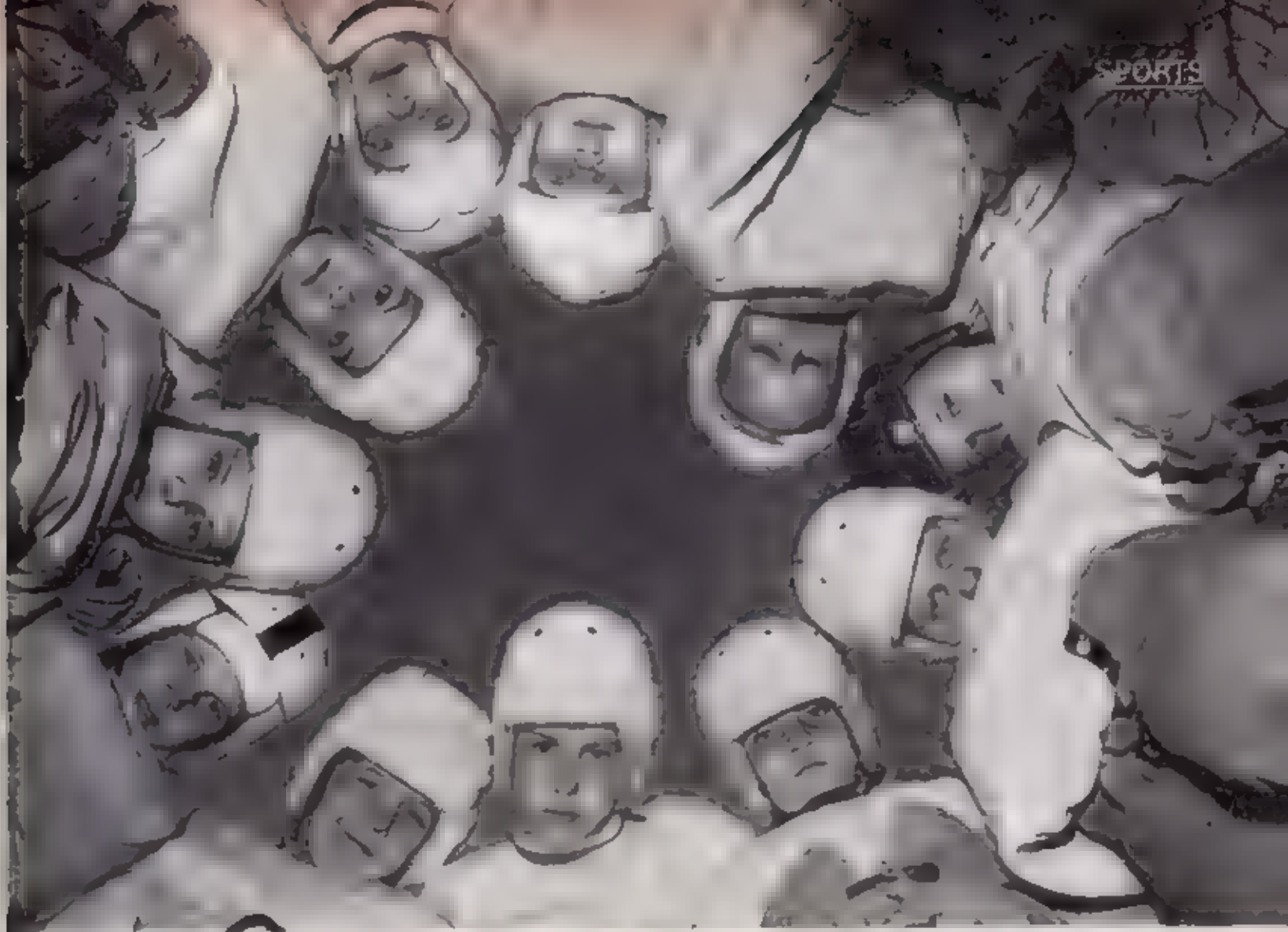
Light and free you feel,
eager for the day's surprises...
for the young, gay-hearted mood
is catching when you're wearing
YARDLEY English Lavender.



Yardley English Lavender
\$5.00, \$2.50, \$1.50, plus tax.

Yardley English Lavender Soap, 35c
box of three soaps \$1.

Yardley products for America are created in England and finished in the U. S. A. from the original English formulas, containing reported and domestic ingredients. Yardley of London, Inc. 670 Fifth Avenue, N. Y. C.



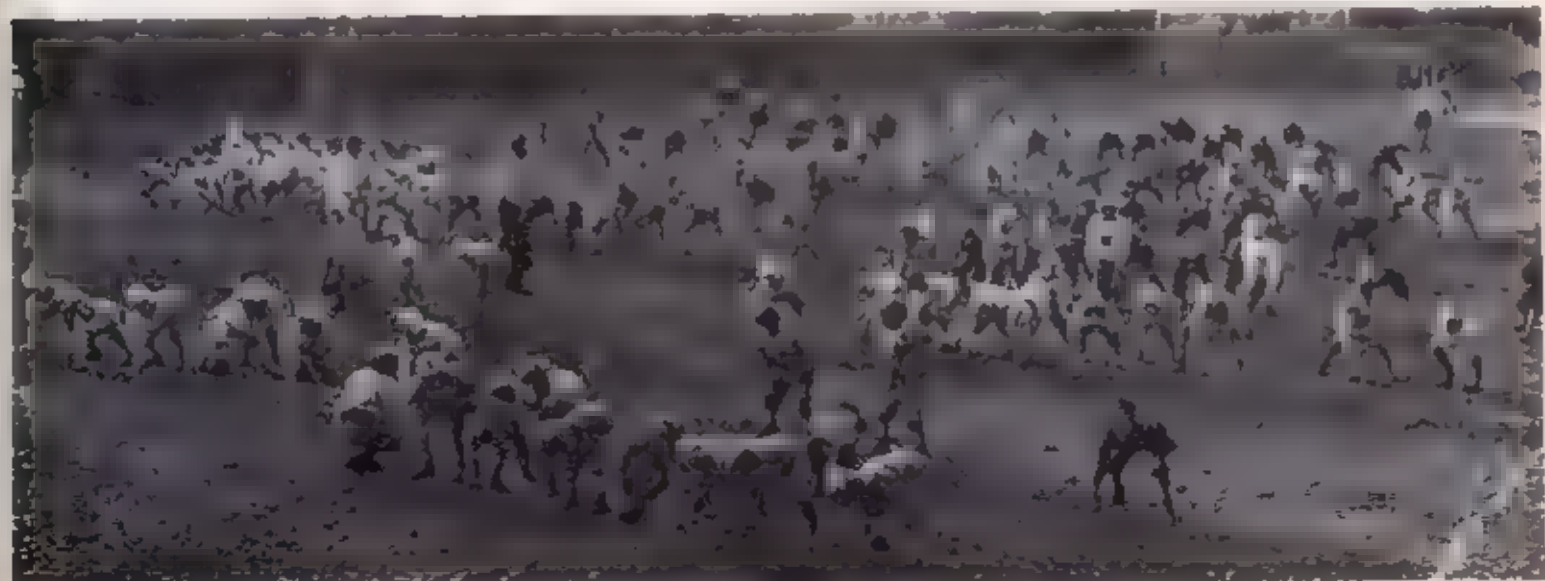
THEIR SERIOUS YOUNG FACES FRAMED BY BOY-SIZED HELMETS, A 66-POUND FOOTBALL TEAM AT SEARS PUBLIC SCHOOL GOES INTO A SIGNAL-CALLING HUDDLE

KIDS' FOOTBALL

A grade school starts them young with helmets, pads, trick plays

It is a sports truism that boys who intend to be good athletes must start young. Nowhere do they start playing football younger than at Joseph Sears public school in Kenilworth, Ill. Every one of the 100 boys in Sears's eight grades plays football. They are some of the best players who live in a suburb as wealthy as North Shore and who can afford \$40 football outfits, complete with shoulder pads and helmets (above). Coach Bob Lowrey uses a T formation, with the quarterback right behind

the center. "I keep them from being snapped over the fullback's head. If a fullback ever can trick plays with the speed of an insect twice their size. The games are a traumatic, intense, tight every full there is a snap, a drive with six games and even more in minutes. Although the boys frequently come home with big, bloody noses, injuries are rare in the program. In that respect, it is the high school rate in an area of football. There has not been a broken bone at Sears in 20 years.



A SWARM OF SMALL BOYS covers the field at Sears while Coach Bob Townley (white shirt, left foreground) directs afternoon practice. White jerseys oppose blue

jerseys in each weight class, from 60 pounds to more than 100 pounds. When the boys go into action they play hard and handle the ball with almost connoisseurlike razzle-dazzle.

Tawn After-Shave Lotion

FOR MEN WHO GET AROUND!



Try this unexcelled after-shave lotion today. Enjoy the feeling of confidence only perfect grooming can assure. Tawn's fresh, clean fragrance in its bracing tingle at once the purest of you. And if after trying Tawn Lotion, you are not convinced that this is the finest after-shave lotion on the market, your druggist will cheerfully refund your

75c

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A DISTINGUISHED
ACHIEVEMENT IN
TRADITION FREE DESIGN

Seamless, airtight case of Celonese® laminate immaculate ivory white, lightweight, durable, and magically easy to keep clean. Removable Celonese lining. For men and women, in five matched sizes. On display in department store and specialty shops. Roy M. Whyte Co., Detroit.

Overweight \$41
with 2 in. 1 in.

*Reg. U.S. Pat. Off.



TACKLING THE DUMMY, Ray Deen, 7, wears a team jar as he smacks his shoulder into the heavy figure. Dummy is the same size used by college teams.



LEFT END George Burt, age 7, is a mess after a runnago. Like the other Sears boys, he wears football pants to class, slacks pants and jersey to practice.

CONTINUED ON PAGE 134



"A feast for a king," Robin called it

Great oaks still stand in Sherwood Forest. They link us with a past which is half legend, half romance.

Under those oaks Robin Hood and his stout women flung themselves down to laugh and rest after forays. With appetites born of adventure, the band turned to a hearty meal. Rusty brown bread . . . and fair yellow cheese.

Since men first learned to tend herds, cheese has nourished human bodies for hard work and sustained action. It is still one of the world's great foods. For it is a concentrate of milk, nature's most nearly perfect food. And we know far more of the science of cheese-making today—largely through the

research and skill of National Dairy's Kraft Foods Company

Cheese is an important part of the American diet. Its proteins, vitamins and minerals contribute to the national health. Its widespread use means a bigger market for the dairy farmer's products.

And now it is easier to serve better cheese. National Dairy has developed new cheeses, improved old ones . . . perfected the pasteurization of cheese . . . created hundreds of new cheese dishes.

The research goes forward constantly, in order that America may always enjoy bread . . . and finer cheese.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



These brands assure you of highest quality

**NATIONAL DAIRY
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**DOUBLE
ACTION
PENNZOIL**
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**FLows FAST
STAYS TOUGH!**

Change to genuine Pennzoil for winter. Sound your "Z" at this sign of better dealers from coast to coast



*Minimum Grade Used
Tough-film PENNZOIL gives all engines an extra margin of safety



PROPER STANCE—A line of three youngsters are taught just how to stand right on their 20-pounders as they learn pointers in charge fast and low



TALKING IT OVER—A scrimmage between a line of young players and a line of older players is underway while a "line" goes back on the field to play



IN A NIGHT GAME, which drew about 1,200 spectators, a "blue" ball-carrier is smothered. Only once in a great while do the boys cry when hit hard

Treat Yourself to...



candies
loved since
Grant was
President



for over 72 years

Hand care
special!



Soothing

For relief from dry
itching, burning
chaps usually \$5.00

\$1.00*

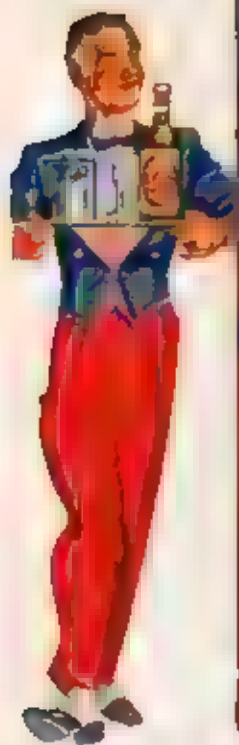


*At drug and department stores everywhere
*Price is for 1 oz. jar, 4 oz. jar, 8 oz. jar, 16 oz. jar, 32 oz. jar, 64 oz. jar, 128 oz. jar, 256 oz. jar, 512 oz. jar, 1024 oz. jar, 2048 oz. jar, 4096 oz. jar, 8192 oz. jar, 16384 oz. jar, 32768 oz. jar, 65536 oz. jar, 131072 oz. jar, 262144 oz. jar, 524288 oz. jar, 1048576 oz. jar, 2097152 oz. jar, 4194304 oz. jar, 8388608 oz. jar, 16777216 oz. jar, 33554432 oz. jar, 67108864 oz. jar, 134217728 oz. jar, 268435456 oz. jar, 536870912 oz. jar, 1073741824 oz. jar, 2147483648 oz. jar, 4294967296 oz. jar, 8589934592 oz. jar, 17179869184 oz. jar, 34359738368 oz. jar, 68719476736 oz. jar, 137438953472 oz. jar, 274877906944 oz. jar, 549755813888 oz. jar, 1099511627776 oz. jar, 2199023255552 oz. jar, 4398046511104 oz. jar, 8796093022208 oz. jar, 17592186044416 oz. jar, 35184372088832 oz. jar, 70368744177664 oz. jar, 140737488355328 oz. jar, 281474976710656 oz. jar, 562949953421312 oz. jar, 1125899906842624 oz. jar, 2251799813685248 oz. jar, 4503599627370496 oz. jar, 9007199254740992 oz. 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MONTI CARLO'S CASINO (RIGHT) AND TERRACE RESTAURANT WING SHORE OF MEDITERRANEAN

The New Riviera

Black-marketeers, tourists and a Cherokee Indian have replaced the aristocracy in the lotus land bordering socialist Europe

by CHARLES J. V. MURPHY

EUROPE, if one reads only the political cables, looms as a vast, unrelieved portmanteau. Yet judgment in these matters is governed by the point of view, and the American point of view regarding Europe, as I learned from a chance re-encounter with a fellow countryman on the Riviera this summer, can reverse itself rapidly.

This other man and I had met, of all places, in a bar in Labrador while en route between New York and London. It was one of those glancing, international acquaintances which are inherent in air travel. From London we had gone our separate ways, and, having myself proceeded a week later to Cap d'Antibes in southern France on the edge of the Mediterranean, I was surprised and pleased that he should be the first person in view as I walked into the bar of the Eden Roc

Pavilion. He was sitting alone, a fact which assumed some importance by reason of the half-dozen empty bottles under his table.

Yet it was not his determined private conviviality that startled me. It was the change in his appearance. In Labrador he had been entirely in character—dark, pin-striped suit, sober necktie, black shoes—the American businessman. But the man who confronted me at Eden Roc would

have convinced a Tahitian beachcomber that he was face to face with a castaway in the final stages of dissolution. His shirt was a tawny-colored affair, open at the throat. For a belt he employed a necktie. His pants were rose-colored, four ap. And in place of shoes he wore rope sandals with his toes sticking out. He had been reading the *Paris Herald Tribune*. Shoving the newspaper into the wine



"BIKINI" IS LATEST MODEL RIVIERA SWIM SUIT

bucket, he greeted me jovially. "Well, if Europe is really going to blow up, we'll never hear the explosion here."

In a little while I understood. I settled down at the Hôtel du Cap d'Antibes to watch what used to be called the "international set" in the serious business of recovering its lost pleasures. A more strategically placed observation tower and a more agreeable one—would be hard to find. The Cap is a toy-sized spit of white rock thrust into the bland, blue sea. Cannes is 15 minutes in one direction, Monte Carlo an hour in the other. The hotel itself, an establishment of 90 rooms with huge blue shutters, pale-beige walls and mansard roof, sits like a frosted cake at the top of a small hill. At the foot of a pine-bordered gravel path is the famous Eden Roc, which is scarcely a rock at all. Rather it is a conjoined swimming pool, bar and terrace restaurant. This unique merger of facilities makes it possible, at the expenditure of a total of 100 steps, to refurbish a tan, eat a fine lunch, cure one hangover and embark upon another, in a practically continuous operation.

Periscope off Eden Roc

MY first question was, "Where is the Aga Khan?" In the great days of the 1920s the Aga Khan, with his women, his horses and gambling, was one of the mighty figures of the Côte d'Azur. Every afternoon he would stroll into Lloyd's Bank in Monte Carlo to draw, with the stroke of a pen, two million francs. Wrapping up this sum, vast by prowler standards, in a newspaper, he would tuck the bundle under his arm and walk back to his hotel, well heeled for the evening's play. That princely gesture belongs to the past. Quite ill and in a state of retirement, the great spender passed the summer in Switzerland, far from the glitter of the Côte d'Azur. But in a sense the historic connection goes on. One day, off Eden Roc, my attention was directed to an extraordinary sight: a person perched on the water protruding from what appeared to be the back of a small whale. In a little while the moving figure thrashed, a human head encased in goggles rose dripping to look around. This, I was told, was the Aga Khan's 14-year-old son Sadruddin. Not yet aroused to the exotic interests of his famous father, Sadruddin spent most of the summer semi-submerged, equipped with a crooked breathing tube and a spring harpoon for spearing the octopuses that he under the rocks. Though still a boy, his already enormous size guarantees that he will not be long catching up with his father.

Not was this the only link with a fabulous past on the Riviera this summer. The Palm Beach Casino at Cannes is a pink plaster palace by the sea. On my first visit I noted with awe an imperious woman ablaze with diamonds and emeralds the size of baseballs, and with hair the color of a fog-penetrating beacon. This woman was the last of the Dolly Sisters, Rosika, wife of Irving Netcher, department-store executive. Rosika, or her sister Jenny, who by today is quite sure with it, in the dear dead days, took as Greek wedding for 13 million francs in a single night. Now operating on a less grandiose scale, she was nevertheless a nightly visitor to the Casino, sitting always at the "Big Table," in the same chair, an enigmatic smile playing over her heavily powdered face, a long cigarette holder protruding over the neat architecture of 100,000-franc plaques.

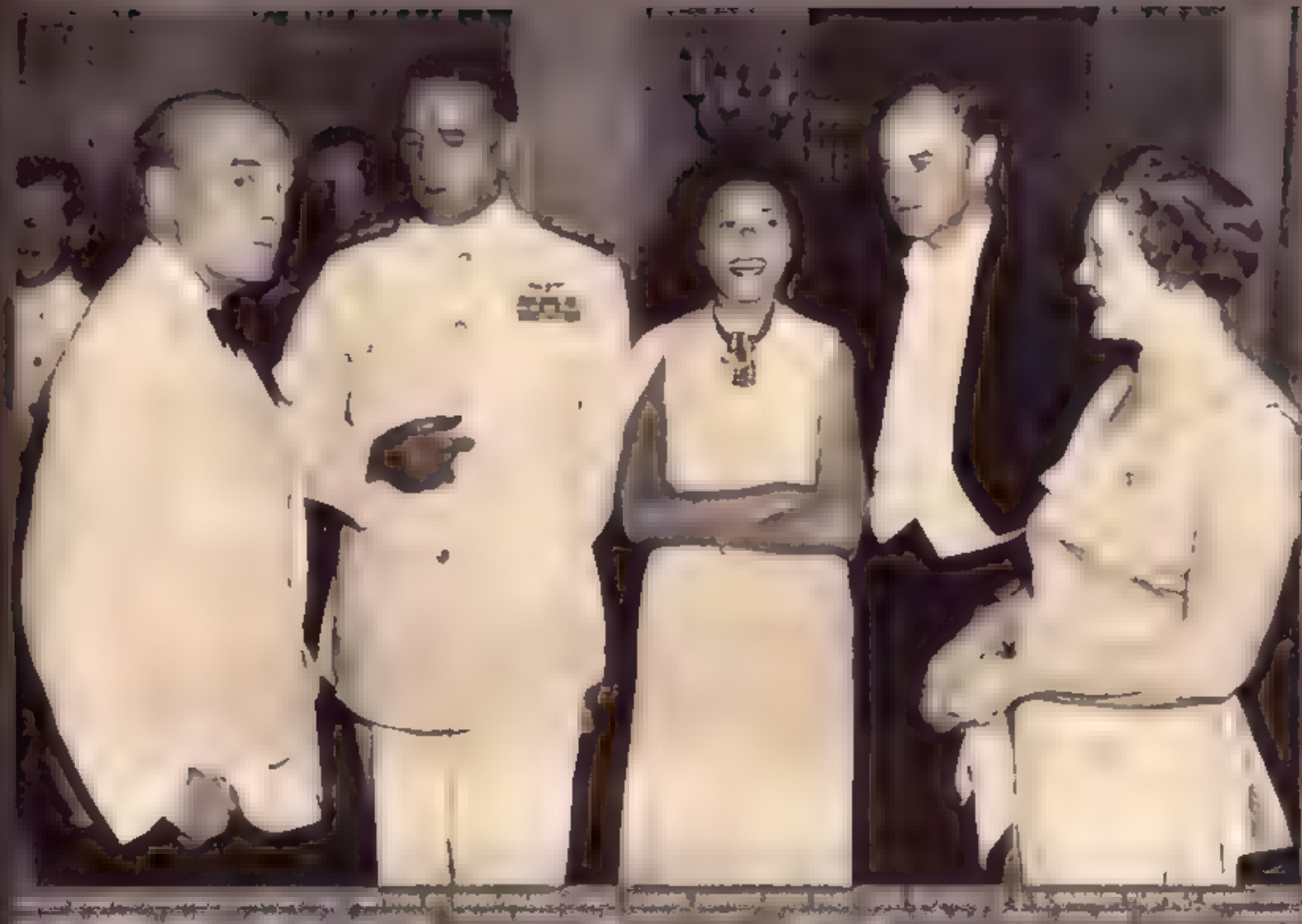
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WILSON JOHNSON SEYER

WILSON JOHNSON SEYER
ENR IN PRIVATE YACHT

WATER BOWMAN HENNE





RIVIERA continues

Confronted, almost at first glance, by such a familiar spectacle, one could understand why the old roués and playboys, returning to familiar haunts after an absence of eight years, were moved to exclaim not over the way things had changed but rather how much they were the same.

In the lobby of the Carlton in Cannes stood the assistant manager, the dark and amiable M. Cap De Ville, exactly where they had all left him in 1939. And in Monte Carlo Casino, exactly as if there had been no big war, was that dear, dear General Polovtsoff, bowing gallantly from the waist, kissing the ladies' hands and full of funny stories about *his* war—the one he fought for the

dear czar in 1904. And a rustle as of the turning of a page of Edwardian memoirs was heard in the calm plaza of Monte Carlo when the stooped and shriveled Señora de Bittencourt, who had been the friend of the Empress Eugénie, appeared briefly on the terrace of the Hôtel de Paris. At all the good hotels the same concierges smiled their familiar professional smiles from behind the desks; the same *maîtres d'hôtel* and patrons were in charge of the good restaurants. And from their hideaways around Cannes the last remnants of the waltz-loving colony of Russian grand dukes, now in their second generation of beach-combing and grown middle-aged, pasty and balding, swam forth happily to renew old friendships and seduce new ones.

No doubt about it, the 2,000 or so Americans

who turned up this summer on the Riviera discovered, about 20 hours from New York, a wholly unexpected Europe—a veritable sliver of lotus land, a realm composed entirely, as far as they need know, of theatrical mountains, a blue sea, gleaming white villas, pastel villages, irrigated by champagne and a *vin du pays rosé*, and inhabited by people whose pockets are stuffed with 5,000-franc notes, who subsist on steaks, soufflés and *mille feuilles*, and whose only occupations are the unflagging pursuit of trifles and the slow burning of the body back to the aboriginal brown.

On this sunny Mediterranean ledge, which runs from Cannes in France to Menton near the Italian Riviera, the men wear practically nothing and the women a good deal less. It is a com-



SHE: Tie designing is fascinating! But how can I be sure to pick the ties you're sure to like?

HE: You tell her, Fred.

DESIGNER: Easy! Take this design—it may never become a tie. It's up to our tie jury. And only designs voted most-likely-to-succeed go into Cheney ties—like those below.

Cheney lines up the All-Stars ★ for a color Picture



CHENEY

FOR THE NAME OF YOUR NEAREST DEALER, WRITE DEPT. L,
CHENEY BROTHERS, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

ALL-STARS Right. And it's Cheney & Co. that makes them so. Cheney's fashion world top-pick designers, designers and fabric masters all take a personal interest in every tie that says "Cheney" on the label. That's a line-

up that shows an interest when it comes to creating ties that are definitely winners.

Innovation or tradition or pure silk as many Cheney ties are at \$14 to \$150.

The most beautiful tie in the world, leather-weight, comes in a wide variety of colors, \$14 to \$200.

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Goes on without water!
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You don't need foundation cream
with Angel Face. A smoothing
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ANDRE SELLA, owner of the Hotel du Cap d'Antibes from his father, who made it a gathering place for Russian grand dukes and English aristocracy.

RIVIERA CONTINUED

century on the French postwar mentality that while great powers rose uncertainly through the atomic age, the most conspicuous example of French genius visible in southern France was a bathing machine, with a little show of cynicism, the Bikini. It began well, saw the level of 100 proceeds rapidly to the point of astonishment. In the end of the hot summer nothing is read except of all the women a hair. The money is made before 4 o'clock in the morning. Nobody ever goes to bed before 4 o'clock in the morning. Lunch is at 4 o'clock in the afternoon and breakfast is apt to be a small war or a small fight. Grapes are sold in the morning after that. A garden, again, has been followed with a champagne cocktail. Here the only things I saw were the *amour*, the dollar rate on yesterday's secretions. ("I had three Marquis, a fifth lunch with the most of my people.") If these people can be run, I possess a code of conduct, it was no doubt can be used in the unusual compliment which I heard one woman pay another, of some reputation in the international social world. "Stinking every night, fresh as daisy by lunch."

The effect of all this upon Americans was quite what one would expect, if anything a little more so. Sober bank presidents and corporation board chairmen, having run the French casinos with 100 bills pinned to their underwear, conducted themselves thereafter with the gay profligacy of a small boy who had snatched the prize ring on the merry-go-round. Off Eden Roc, impelled by his deep gregarious instinct, there appeared one afternoon two white yachts. In one was Jack Warner, celebrating the largest single killing of the season at the Casino. And in the other was a remarkable figure—Johnny Meyer, Mr. Howard Hughes's public-relations man. I had no way of knowing what Senator Brewster was doing, but Johnny was certainly still in a party mood.

This vignette of the American tourist on the historic playground of Indian maharajas, British dukes and earls was swiftly succeeded by another. In the heat of the afternoon, while I rested in my room, from the path below my window rose the sharp crunch of gravel and the sound of a voice raised in anger. "Darling, it was an awful nasty business. They don't seem to know who I am here. This tiresome waiter—" The rich Burgundian tones of Orson Welles were unmistakable. It gave one a turn to recall that this same voice had terrorized me only a decade ago with its hysterical description of an "invasion" from Mars. Now it was raised in querulous abuse of a terrified French waiter who, on finding himself left with several thousand francs of unsigned bar checks (equal to four old-fashioned dollars), had pursued Mr. Welles down to his cabana to collect.

For Mr. Andre Sella, however, the bold, jovial, reserved proprietor of the Hotel du Cap d'Antibes, the climax of the season came one night in July when, via the hotel's grapevine, he discovered that from San Raphael to Menton every bedroom was occupied and solidly booked for six weeks ahead. The Hotel du Cap itself had 200 more demands for reservations than it had rooms.

Mr. Sella's spirits soared. "For the first time in my life," he exclaimed, "I can now choose precisely the clientele I desire. Mrs. Margaret Biddle; the Marquis and Marquise del Merito, Lily Pons



HAIR UP



HAIR DOWN

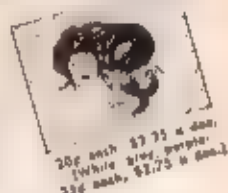


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EDEN ROC, shore-front outpost of the Hôtel du Cap d'Antibes, is a fashionable Riviera meeting place for holidaymakers seeking a tan, a swim or a drink

RIVIERA CONTINUED

and Andre Kostelanetz; the Marquis Henri de la Fumée, Gloria Swanson's ex-husband, Captain Guy, the aide to General de Gaulle, a charming young man, Mr. J. B. A. Kessler of Royal Dutch Shell, two Polignacs, Mr. Campbell, heir presumptive to the Duke of Argyll, and many more. Now, like an artist, I can fit them all together with regard to the overall picture.

The quality of this striking example of capitalist recovery is that it was conceived and to a small degree executed by a Communist. His name, Jacques Plus, Nico and Andries, I have forgotten many of the predominantly Communist municipal leaders. Cannes has as mayor a shrewd, bold politico, he is entitled a doctor, M. Picard, who describes himself as "Communist" meaning Communist assumed. However, because the two millionaires a year which the tourists normally spend in the Riviera are the lifeblood of support of its population, the Communists have suppressed the natural instinct to attack, heckle and otherwise harass the timid sun-loving capitalist on his favorite playground. On the contrary, in their anxiety to lure the capitalist into a profitable amount they have gone to lengths that I never expected to witness in my lifetime—a special column in the Communist journal, *Patriote* of Nice, which reports the parties of the rich with a straightness not or finally encouraged in proletarian journalism.

Although the volume of tourism on the Riviera approached pre-war peaks, the amount of money they spent, reflecting the British recession, of £75 per person, was far below the lavish standards of the 1920s. Even on the preparation of the "big table" in Cannes for the night's bacarat play was attended with as much grave ceremony as the setting of a coronation of foreign monarchs. Place cards with the names of the players were laid in front of every chair, the long, thin wooden paddles for baccarat, the play cards were racked reverently among the neat piles of 100,000-franc chips, the lights were dimmed against the arrival of the gamblers from their fine dinners.

Fifty kilometers away in the roamer splendor of the Monte Carlo Casino, Mr. Raymond George Simon, the night, hesitating, became a Greek scholar who runs the bacarat bank. Inevitably the disappearance of such mighty gamblers as Andre Citroën, the French motor magnate, Sam Goldwyn in his salad days, and the Duke of Westminster. Yet, with American millionaires from the boards of big conservative corporations sitting imperturbably among Cassian and Tripolitan millionaires of obscure connections and betting the maximum of 200,000 francs a coup, Mr. Simon managed to maintain a rhythm of 420 coups a night, at an average of 500,000 francs.

But more than by the gambling, more even than by the glossy cars, the Riviera's pervading air of luxury was generated by



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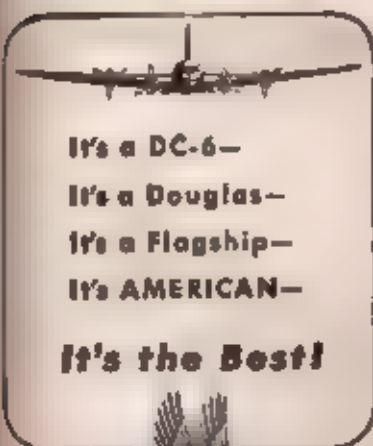
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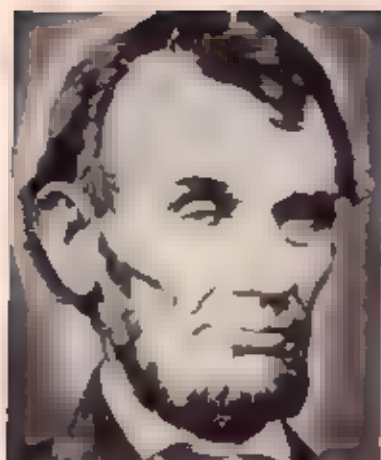


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two restaurants. One is the Bonne Auberge between Antibes and Nice. The other is the Château Madrid between Nice and Monte Carlo. To describe them as the two most expensive restaurants in the world would only start a hair-splitting argument. In both places however, the hors d'oeuvres trays presented a wider variety of delicacies than one will find at the Dorchester or at Claridge's in London in a year. And it was a fairly simple matter to spend on food and drink 5,000-6,000 francs, roughly \$45 to \$55 per person.

Such food, of course, was not for the other people of Provence. The unblinking lights of the tiny night fishing boats on the brimming black waters of the Golfe Juan were silent reminders to the gorged visitor of the labor underlying his pleasure. And the long queues in front of the butcher shops in the little villages of Juan-les-Pins or Antibes testified to the inconveniences and uncertainties confronting those who could not pay 1,000 francs for an ordinary lunch.

By an ironic turn the most sumptuous occasions at Cannes coincided with the French government's decision to cut the French bread ration by 50 grams. The Nice newspaper had proclaimed, "Bread is the No. 1 problem of the government." But under the moon at Cannes the Casino orchestra played *Oh, If I Had a Beautiful Morning*, and a woman familiar with such matters assured me that there were at least two dozen Paris gowns on the dance terrace which had cost 100,000 to 150,000 francs each.

Contemplating this scene, my friend, a Pennsylvania oil man, said, "I am going back home in a week; and I think I am going to be able to tell my grandchildren that in 1947 I was on the Riviera, watching these people throw out the last firecrackers. Not that I haven't tossed a few myself."

If any lesson is to be elicited from the first full Riviera season, it is the obvious one that the rich as a class are indestructible. Wealth never disappears. It only changes hands.

"Who are these people?"

THIS woman was impressed upon me by a little scene at Eden Roc. A middle-aged woman of marked charm and authority had paused near my table to let her eyes rove the trappings of the room in the manner of a duchess who had just covered a publisher's clamorous in full progress in her garden, she asked casually, "Her companion. Who are these people? Where do they come from? I don't know a single one."

It is at the time that the tails had drawn an unnecessarily fine line. Though few of the people who habitually find lodgment on the Riviera ever figure in my life, I had already seen and recognized from a newspaper and magazine photographs or had had pointed out to me such famous personalities as Sonja Henie, Greta Garbo, Doris Duke and Barbara Hutton, Air Marshal Sir Arthur Coningham, Maurice Chevalier, William Paley and his beautiful bride, Mine Eva Perón, Freddie McEvoy skimming over the blue water in his girl-besworn yacht, the *White Swan*, Georges Carpenter, 'Mac' Knicker of 21, Charles A. Murren, the rich St. Louis banker, the only American ever to give up his citizenship to turn Mexican—an act of renunciation inspired by his disapproval of New Deal policies. Also present this summer was "Boulevard" Wilder, a charming young Riviera inhabitant who divides all other women on that competitive shore into two categories, "Good tomatoes" and "bad tomatoes."

Although many of these folk were recognizable celebrities, that was not the lady's point. The people she had in mind were those whom she had known in the Riviera before the war: the rich families who had occupied the great villas behind Cannes and on Cap Ferrat and Antibes or who took suites at the Hôtel du Cap or the Hôtel de Paris in Monte Carlo, the people who had always—or at least as long as their children could remember—had money and position.

Not many such people were in evidence, at least among the British and French. The great villas either remained closed or were rented to transients by their hard-pressed owners. W. Somerset Maugham, who has lived for years in a handsome white villa on Cap Ferrat, the Duke and Duchess of Windsor on the Cap d'Antibes and a handful of other long-standing Riviera residents made a few modest gestures toward reviving the stately prewar traditions of villa life. But otherwise the prewar Riviera cast was chiefly represented by elderly alcoholics, playboys and adventurers. It is one of the most confusing aspects of Riviera society that these categories have all but achieved the dull status of respectability while other people are regarded as eccentrics.

On the basis of the swath they cut on the Riviera this summer, the Belgians are Europe's nouveau riche. They turned up every-

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CANDY'S DANDY...



KEEP IT HANDY!

[illegible]

RIVIERA CONTINUED

The Marquis has been described as a Swiss, German or Jewish people. Never was he less than French, however, and his Marquis'hip with the Kaiser was for the time the equivalent of war. He was for Swiss as for the Alps, for Russia from Berlin or by the Baltic sea. Amongst these were swarms of middle-class French—small bankers, merchants, manufacturers, tradesman, restaurant proprietors, chain-store operators, parts manufacturers. The sudden affluence of those people is not hard to explain. They are the brokers of wars, the arrangers of that enormous exchange of huge accounts, the middle men of Europe's interconnected black markets.

Below the ephemeral black-market rich was yet another level of revelers—the Turks and minor fanzonnaries of the *casapero*—or another. They were known as the *congru payés*—or paid assistants—because their fortnightly *luncheon* on the Riviera were underwritten by their employers. With their wives and children they liked the small hotels and pensions, swarmed over the beaches of Juan-les-Pins and Nice and started tent colonies, over which flew the Communist flag, in the wooded parks on the approaches to the Capé Antibes. At night they very much enjoyed their *balcon* before bed with an influx of shouting, almost naked folk. To keep them out Mr. Sella was obliged to double the price of admission, but before the tide was stemmed the headwaiter had reported, with shocking emphasis, that a woman had been observed breast-feeding her child in the bar. What of the *salon* was more Mr. Sella's meat and drink, and his *entrées* to order an appropriate charge for his trustful service on the premises, it would be hard to say, but this proletarian invasion certainly made Mr. Sella ponder the future.

For students of the migratory habits of the international upper classes easily the most striking thing was the virtual extinction of this coast of the once-swarming British peer—a phenomenon as startling in scope as to recall the famous disappearance of the passenger pigeon. Most of the British people whom I had a chance to observe on the Riviera had cut their holidays to 10 days, and in a painful effort to make their money last, many adopted the habit even at the Hôtel du Cap, of lunching peasant fashion on the beach on a loaf of bread, a bottle of wine, cheese and tomatoes bought fairly cheap in the villages. By this heroic act of self-denial the English managed to get around the 1,000-franc lunch

The melancholy passing of the British raj from this coast, as from India, was symbolized by two incidents, each with a certain *fin de siècle* grandeur. The first occurred at the Monte Carlo Casino: the night Bill Paley made a killing at baccarat from the astute Sam Monte, who ran the baccarat bank. Beside him stood Lady Baillie, daughter of Lord Queenborough and in pre-Socialist times a formidable gambler. The bank lost coup after coup, but Paley in his calm held his nerve from betting the £10,000-franc maximum. Lady Baillie's eyes glittered. As the last card fell, she said, "In all my years at Monte Carlo, I have never seen such a show. If I

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
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RIVIERA CONTINUED

Then she stopped. Socialist Britain had reduced her to a kibitzer's role. Not that Bill Paley did badly—a million francs is a million francs. "But if the old lady had been against me," murmured Simmons behind his shiny spectacles, "I'd surely have gone down six million."

The other episode concerned an elderly English gentleman, a fellow guest at the Hôtel du Cap. His erect, soldierly bearing and reserved manner would have made him stand out among the noisy, uninhibited people around the pool even without the curious outmoded, rubber-stocking cap which protected his white hair. On his last day he sought out Mr. Sella to say goodbye. "Doubtless, sir," he began, "you have read of the British government's ban on further pleasure travel outside England. I have been coming here for the past 30 years. It is scarcely likely that they"—with a heavy emphasis on the "they"—"will allow me the exchange with which to return next season. Thus, sir, is my private Dunkirk."

The disappearance of the British naturally left a huge void in the Riviera social structure, and a spectacular attempt to fill it was made by an American hostess, Rosita Winston, of whom much more will certainly be heard.

The Cherokee Indian

ROSITA WINSTON made her debut on the Riviera this summer as chataleine of the famous Château de l'Horizon, which she rented complete with Winston Churchill's gay seascapes from the estate of the late Maxine Elliott. In July she was only a parenthetical item of gossip. . . . "And then that American woman swept in, wearing a simple cotton number that cost \$275 if it cost a dime. . . ." Soon she became a detail of the gay landscape, an arresting figure at the wheel of a sumptuous, black, custom-built Packard cabriolet, like a character from the dim pages of Michael Arlen. By the end of the summer she was a personage with her own entourage, something to be pointed out in the restaurants and casinos. She is a slim, willowy figure in the deceptive 40s, crackling with energy and possessing, along with a Mayfair vocabulary, a cowpuncher's voice and a mop of frizzy hair which she binds up in a flaming scarf. She was born Rosita Halpenny in Norman, Okla. Some years ago she married Henry Fletcher, scion of the Castoria family, whom she divorced. Her present husband is Norman Winston of New York who has made a fortune building mass housing. Already she is better known in Paris and on the Riviera than in her own country.

Detailed observation of Rosita Winston's operations as a Riviera hostess reveals an unusual philanthropic motive. Rosita appears to have assumed almost singlehanded the responsibility of redressing the social balances in favor of the long neglected highborn casualties of the malfunctions of the economic system: impecunious Scottish lairds, improvident and aging Venetian galants, and gay divorcees temporarily without connections. Thanks to what might be called the Winston plan many of these unfortunates, briefly re-established among the soft cushions of the terrace around the blue-green pool of the Château de l'Horizon, this summer for the first time in many years enjoyed an adequate diet of caviar, Scottish grouse and vintage champagne.

Naturally an operation of this scope requires little less than the Rockefeller Foundation and an expert judgment in winnowing out the wellborn and deserving from the mere deadbeats. Therefore it was not surprising to find Rosita flanked in her initial appearance on the Riviera by Elsa Maxwell, Sir Charles Mendel and her close friend Schiaparelli, or "Scap."

With such a corps of professional advisers the pace was terrific. Lunch for 20 was invariably followed by dinner for 30, of whom a large percentage would consist of hardy luncheon guests who hail head on bravely through the cocktail hour. The food bills alone at Château de l'Horizon were said to run as high as 100,000 to 150,000 francs a week, and a half-mutinuous kitchen force was kept on the firing line only by liberal issues of champagne, passed around like the sailor's grog before the battle, by high-pressure bonuses and, on occasion, by eloquent and impassioned orations delivered at the kitchen door by guests skilled in the French language. The pace told on Mr. Winston, a dark, saturnine man with an ironic turn of mind. Found lunching alone at Eden Roc, he remarked without bitterness, "It is not that I find it difficult to eat with 20 or 30 strangers. And it is of no importance, probably, that I don't know who they are, or my wife hasn't the faintest idea who they are or how they got invited. The trouble is that they all know each other so damn well."

On the strength of her Oklahoma birth, Rosita introduced herself everywhere as "pure Cherokee Indian," a possibility which made her irresistibly amusing to a certain type of Anglo-European



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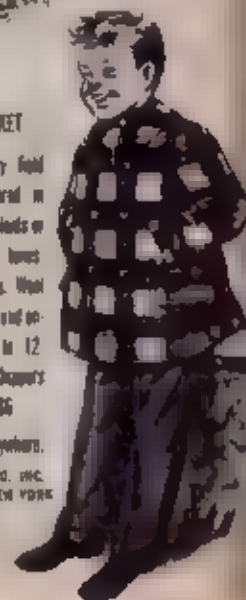
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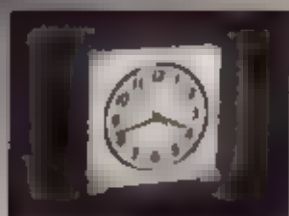




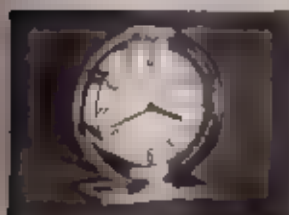
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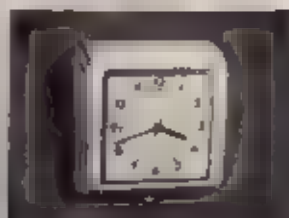
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which would like to believe that America is, in fact, largely populated by the illegitimate offspring of Indian squaws and white traders. "But my dear, I'm an Indian too," Rosita can give a war whoop that would make even Pat Hurley's blood run cold. And for that matter, by an operation clearly patterned on the famous dash into the Cherokee strip, she captured the main social prize of the season—the entertaining of the admiral and staff of the U.S. carrier *Leah*, which put into the Gulf Juan late in the summer. During the 10 days the great gray ship lay in the gulf, its name and some senior officers in their crisp, white uniforms lent authority and distinction to Rosita Winston's cosmopolitan entourage. They furthermore provided the colossal practical advantage of offering direct access to a priceless supply of American cigars, white bread baked in the carrier's kitchen and American ice cream.

I would be doing all these charming people an injustice if I were to leave only the impression that the summer was wholly given over to frivolity. In the midst of the popping of champagne bottles some cosmic thinking went on. Some of it was done on a high political level by Prince Pierre of Monaco. The prince—a slender and graceful gallant who wears his coat cape-fashion across his shoulders. His manners are exquisite, his voice so cultivated as to be practically inaudible. As the young Count Pierre de Polignac he was a picturesque figure in European society, and his marriage in 1920 to Princess Charlotte, only daughter of the Prince of Monaco, was a romantic episode. The union ended 13 years ago in divorce, under circumstances which prompted the temperamental father-in-law to vow he would call out the Monegasque army if the prince ever set foot in the principality again. In the manner of the Ancient Mariner, though with considerably more comfort, the prince is in consequence condemned to wander up and down the Riviera in a charming, low black British convertible, a Triumph, if you like, which he said "It was built by a Jew, in Coventry, a fact which I find quite touching."

The prince gives considerable thought to world politics. It is his theory that as antidotes to communism such things as the Marshall Plan, the Christian resurgence and Mr. Churchill's scheme of a United States of Europe have the unfortunate defect of overlooking the firm fact which the moral basis of the concept still has upon many Europeans. The common people of many lands, he is convinced, would welcome the return of certain good monarchs and princes.

The prince is fascinated by the contrast which the tidy principality of Monaco presents to a distraught world. In that snug little economy built around the casino where the income tax is unknown, the sun shines all year round, almost nobody works and communism is only a word that appears in the French newspapers. Although in perpetual exile from the pink-and-yellow paradise, the prince is not oblivious to its unique prosperity, and, reflecting upon its sources, he has concluded that what is required in many countries is an immediate restoration by popular request of good kings and princes. The monarchists must produce their own ringing challenge to communism. When I last heard of the prince it was said that he was drafting a program of reforms which kings would follow if restored to their thrones. But before publishing this to the world he wanted to sound out such exiled sovereigns and princes as ex-King Peter Don Juan, Archduke Otto, ex-King Zog and the Count of Paris. It is said that the Duke of Windsor declined to be drawn in. "I'm afraid, Pierre," he said gravely, "that you are a little late."



FOOD DEMONSTRATIONS by housewives demanding better bread and maintenance of daily 250-gram ration struck proletarian note in Riviera season.



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A JAPANESE SOLDIER PLACIDLY CONTEMPLATES SKULL OF MAN HE ATE

JAPANESE CANNIBALS

Isolated troops confess to eating Filipinos

When U.S. troops swept through the Philippines in 1944-45 they had left behind small, uncaptured bands of Japanese soldiers. One such band escaped to the mountains of north central Mindanao and there embarked on a long reign of terror. Members of the band descended on towns, murdering, raping and torturing. In their battle for survival they turned to cannibalism. Once they raided a Filipino family, butchered the mother and father, ate their flesh and forced the children to do the same. The band was rounded up in February. Last week most of the 22 members, still alive, had confessed their crimes, were awaiting trial.

CONTINUED ON NEXT PAGE



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Japanese Cannibals CONTINUED



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TAKEICHI NAKAMURA



RIKIMI YAMAMOTO



TOSHIO MATSUMURA



TAKESHI SATA



MASATERU GUSHIKEN

CANNIBALS ARE CALM, UNABASHED

When convinced that their emperor had surrendered and that the war was indeed over, the Japanese soldiers readily gave themselves up to a smaller detachment of Filipino military police and were then photographed in the prison lineup (above). Although they were unabashed by their crimes they did apologize for the "trouble" they had been causing.



The reindeer didn't stampede...but **I DID!**

1 "I'd seen the herd from a distance and was edging up for a closer look, when suddenly I realized they were milling all around me," writes a friend of Canadian Club from northern Sweden. "I had unpleasant visions of being impaled on their sharp 'hatrack' antlers or trampled under their hoofs. I decided to make tracks out of there *fast*, through an opening in the herd."



2 "I was halfway up a hill when the owner of the herd, a friendly Lapp, caught up to me. Smiling, he assured me his reindeer were tame as cattle and wouldn't harm a fly. But I'd seen those antlers at close range—too close for comfort!"



3 "I helped the Lapp milk one of the reindeer. He told me that, in addition to drinking the milk, Lapps make fine cheese from it. The Lapps are a sturdy race whose origin is unknown. They inhabit northern Sweden, Norway and Finland, living almost entirely off their reindeer herds."



4 "The Lapp marked the reindeer's ear. This is done to all the animals in a herd so that they can be returned in case they stray. When strays can't be returned, they are butchered and sold, and the money sent to the owner."



5 "Tired out from my hiking, I was very grateful when another hiker joined us—doubly grateful when he took a cherished bottle of Canadian Club from his pack and invited us to have a drink with him. Even the Lapp admitted that this beat any other drink hands down. In every land I've visited, all tastes seem to agree on the good taste of Canadian Club."

6 "It 'belongs'—anywhere and everywhere," write travelers who tell of finding Canadian Club in 87 lands, all around the globe. It is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening, in cocktails before dinner and tall ones after. That's what made Canadian Club the largest selling imported whisky in the United States."

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